



Maine Historical Society Position Description

Membership & Events Specialist

POSITION TITLE: Membership & Events Specialist
STATUS: Exempt
SCHEDULE: Full-time
REPORTS TO: Director of Institutional Advancement
DATE: 6/27/22

Are you a self-motivated project manager with some fundraising and event planning experience who likes to make things happen? The Maine Historical Society is seeking a professional to lead its membership and event functions, and play a key role in an organization-wide strategy to dramatically expand our audiences.

ABOUT MHS

The Maine Historical Society (MHS) preserves and shares Maine's story. Our work illuminates the diverse experiences of individuals, organizations, and communities that serve as the foundation for Maine's special sense of place. Over the years, MHS has built unique assets: a staff skilled at caring for and providing access to historical material; deep knowledge about Maine; aptitude for telling stories; landmarks like the Wadsworth-Longfellow House and Brown Research Library; and state-of-the-art collections facilities.

In recent decades, MHS has developed an expansive vision for the role that history can play in Maine. This includes public programs like the Maine Memory Network, a nationally-recognized resource for all who care about Maine; an exhibition program that explores how contemporary Maine is shaped by its history; and an ethos of collaboration, partnership, and inclusivity.

Just a few months ago, trustees and staff completed a bold, five-year business plan as part of our 200th anniversary. The Plan invests in MHS' unique mission, expertise, and assets to build our capacity, impact, and audience—and prepare MHS for its third century of service to Maine.

POSITION SUMMARY

The Membership and Events Specialist develops outreach that drives membership and philanthropic support, strengthens MHS' donor pipeline, and engages new audiences with MHS' mission. The position devises and executes strategies to attract, retain, and upgrade annual supporters (individuals, corporations, and organizations) and coordinates special events to cultivate MHS donors. Reporting to the Director of Institutional Advancement, the Specialist works closely with Advancement team colleagues to support MHS' ambitious five-year Business Plan goals, which include a methodical expansion of member audiences; increased philanthropy and thoughtful relationship building; and broadened awareness of MHS' critical mission to preserve and share Maine's story. This position requires strong project management, communication, fundraising, event planning, and computer skills.

FUNCTIONS AND RESPONSIBILITIES

Membership Program (55%)

Manages forward-looking membership program to significantly increase MHS' base of donors.

- Develops strategies and communications to retain and upgrade general donors; assesses performance through benchmarking and metrics; monitors progress and trends.
- Coordinates calendar of Membership and Annual Fund projects, including production of print and online renewal notices, segmented Annual Fund appeals, and the Annual Report.
- Overhauls member benefits, identifying prospective new audiences. Working closely with staff and trustees, expands MHS' membership program from one that targets only history lovers to one that welcomes all who appreciate and identify with Maine. Actively solicits prospective new members through multi-channel campaigns.
- Reimagines and executes corporate membership and sponsorship program.
- Drafts solicitations and communications and works with Communications Manager, graphic designer, and mail house to ensure completion.
- Provides membership administrative support:
 - Serves as primary member contact, responding to telephone and email inquiries.
 - Updates and ensures accurate membership database records.
 - Regularly pulls and segments mailing lists.

Events (40%)

- Develops annual Advancement events plan to strengthen relationships with donors and acquire new donors. Works with Director of Institutional Advancement to set goals, strategy, budgets, and metrics for a variety of events.
 - In collaboration with colleagues, plans and executes one-two signature fundraising events. These multi-faceted events include extensive planning, marketing, content development, and logistics.
 - Spearheads an appropriate mix of targeted events for members and donors that highlight MHS' impact in the community.
- Initiates creative publicity and invitations to achieve attendance goals.
- Coordinates the solicitation of corporate sponsors for events and exhibit openings.
- Carefully manages RSVPs, corresponding regularly with participants via phone and email, and entering registration data in database.
- Oversees a variety of event logistics:
 - Manages Zoom technology for virtual events and partners with IT Manager to post/distribute recordings post event.
 - Prepares support materials for events (e.g., name tags, displays, PowerPoint presentations, host gifts).
 - Coordinates catering, audiovisual, and other logistical arrangements.
- Prepares staff and volunteer participants for events through meetings and event briefings and completes event follow-up with guests.

Advancement Committee (5%)

Supports Trustee Advancement Committee meetings by taking meeting minutes and supporting the production of meeting materials.

Other duties as assigned related to fundraising and constituent engagement.

QUALIFICATIONS

- B.A. or B.S. with at least three years of work experience in fundraising, project management, or event planning.
- Ability to project manage: prioritize work moving backwards from a deadline; accomplish multiple tasks in a busy environment.
- Self-motivated and able to work independently.
- Strong business and persuasive writing skills.
- Proven accuracy and attention to detail.
- Professional, energetic, and positive demeanor; strong customer service skills.
- Team player with sense of humor and flexibility to accomplish an ambitious vision in an evolving, fast-paced institution.
- Core skills in Microsoft Office (Excel, Word, PowerPoint), mail merge, and e-communications, and the desire to learn and use other specialized software;
- Availability to work occasional evening events and drive a car to perform job duties.

PREFERRED QUALIFICATIONS

- Knowledge of standards, best practices, and policies in the membership and development field.
- Direct experience with Raiser's Edge database and/or similar non-profit CRM.
- Direct experience with Mail Chimp and/or similar email marketing platform.

DIVERSITY AND INCLUSION

The Maine Historical Society promotes a culture of inclusion and seeks talented staff from diverse backgrounds. We are an equal opportunity employer and prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

SCHEDULE AND LOCATION

An in-person position at our downtown Portland location, during traditional business hours (9-5). However, MHS supports a variety of work configurations and welcomes applications from candidates who wish to work remotely part of the week or on a flexible schedule. Some evening and weekend hours required, in support of special events.

SALARY AND BENEFITS

Providing a salary range promotes transparency and is one recommended strategy for advancing equitable compensation.

Salary Range:	\$41,000 to \$48,000, depending on experience
Job Type:	Full-time, 35 hours per week
Start Date:	As soon as position filled
Region:	Portland Area
Specific Location:	Portland, ME

The position is salaried, paid bi-weekly. MHS provides a benefits package including generous paid time off, and a health care/ dental benefits package. On-site parking in downtown Portland is provided.

Application Details

How To Apply: Please email your cover letter and resume to Cindy Murphy, Officer Manager, at cmurphy@mainehistory.org. Review of applications will begin immediately and will continue until the successful candidate has been selected.

Application Deadline: Friday, July 22, 2022