

THE MARYLAND FILM FESTIVAL POSITION DESCRIPTION

Position Title: Development & Membership Manager

Reports To: Director of Development

Direct Reports: Volunteer Leaders and Volunteers

Position Summary: The Development & Membership Manager works collaboratively with the Director of Development and Director of Marketing to support the organization's advancement efforts through donor, sponsorship, membership, and marketing programs. This vital position is responsible for developing, implementing, and maintaining a comprehensive and strategic plan to drive and expand the membership programs of the annual Maryland Film Festival and year-round Parkway Theatre. In addition, this position will actively lead marketing programs designed to attract new members and promote all events and activities undertaken by the organization.

Key Position Duties:

- 1) Develop and implement a strategic plan to increase individual membership for the Maryland Film Festival and the Parkway Theatre and to address year-round benefits for members. This includes but is not limited to:
 - a) Redesigning membership packages, benefits, and pricing.
 - b) Managing member relations, including but not limited to customer service, cultivation and recognition, social media, direct mail and online solicitations, benefits delivery, sales/gift processing, and events.
 - c) Creating marketing and communication campaigns to attract new members and keep existing members active and engaged, including collaboration with the Director of Marketing, Director of Programming, and the Events Manager.
 - d) Networking with local organizations and businesses to promote membership, establish new membership benefits and partnerships, and obtain new contacts.
 - e) Managing member data and providing regular reports on membership activities and results to the Director of Development, the Executive Director, the Development & Nominating Committee, and the Board of Directors.
 - f) Timely billing and collection of membership fees, including proactive and follow-up measures to ensure collection.
- 2) Support the Director of Development in implementing a fundraising strategy to secure individual, foundation, and corporate contributions for the Maryland Film Festival's diverse programming, including year-round screenings and series, annual festivals, special events, and educational programs. This includes but is not limited to:
 - a) Managing processes for annual fund solicitations, gift processing, and stewardship.
 - b) Researching donors, prospects, and potential partner organizations and businesses.
 - c) Drafting correspondence and proposals for donors, prospects, and potential partners.
 - d) Preparing materials, reports, and presentations for donors, partners, the Director of Development, the Executive Director, the Development & Nominating Committee, and the Board of Directors.

- e) Coordinating the activities of and working cooperatively with the Development & Nominating Committee to achieve annual and long-term development goals.
- f) Measuring performance and incorporating feedback into fundraising processes to ensure future and growing success.
- g) Other duties aligned with the development and marketing goals of the Maryland Film Festival as assigned.

Key Deliverables:

- 1) Implementation and management of the overall membership programs for the organization, including a comprehensive and strategic plan to increase membership and redesign packages, benefits, and pricing.
- 2) Achievement of membership goals each year, including member growth and retention and membership revenue.
- 3) Marketing and communication strategies that drive member engagement, including marketing plans for festivals, series, and special events.
- 4) Monthly and ongoing reporting of membership activities and results.

Qualifications:

- 1) Strong commitment to Baltimore and the arts, especially film.
- 2) Experience writing promotional materials, membership communications, and social media content.
- 3) Experience developing and implementing membership and/or marketing plans, identifying markets, and marketing potential.
- 4) Proficiency managing social media profiles and content, including Facebook, Instagram, and Twitter, as well as Snapchat and Periscope.
- 5) Proficiency using the latest versions of Microsoft Word, Excel, PowerPoint, and Outlook, including mail merges.
- 6) Proficiency using programs from the Adobe Creative Suite (InDesign, Photoshop, Illustrator, etc.).
- 7) Excellent customer service and interpersonal skills, both in-person and by phone.
- 8) Excellent communication skills, including writing, proofreading skills, and speaking.
- 9) Excellent organizational skills, including goal-oriented attention to detail.
- 10) Ability to accomplish projects with little supervision.
- 11) Ability to work as a part of a team towards a common goal.
- 12) Bachelor's degree preferred, especially in the fields of marketing, communications, and the arts; significant work experience may substitute for education.