

YORK COUNTY HISTORY CENTER
Position Description

Position Title: Membership & Advancement Manager
Position Location: York County History Center, York, PA (on-site)
Status: Full-time, Exempt
Annual Salary: \$50,000
Supervisor: VP of Advancement

The York County History Center

The York County History Center inspires exploration of the history, people, and culture of York County. With a collection of over 90,000 artifacts spanning nearly 300 years, the History Center highlights the diverse stories of the county's ethnic and socio-economic groups, businesses, inventions, and historic events through engaging, interactive exhibits across five museums.

Founded in 1895 as the Historical Society of York County, the organization began to create a library for genealogical resources. By the early 1900s, it expanded to include a museum housed in the county courthouse. The Historical Society outgrew its space in 1938 and moved two blocks east. In 1959, the Historical Society Museum and Library/Archives relocated once more to 250 East Market Street in Downtown York.

Sixty-five years later, in August 2024, today's York County History Center opened its state-of-the-art facility at 121 N. Pershing Ave. in downtown York. This inviting museum, library & archive is an exciting, innovative cultural destination fostering economic development through tourism. This transformed organization offers new opportunities to connect with donors, grantors and businesses.

From the Vice President, Advancement

Thank you for your interest in the Membership & Advancement Manager position! This is a critical, growth-opportunity role in supporting a dynamic team that is passionate and driven by our Strategic Plan goals:

- Diversity
- Sustainability
- Dynamic Programming
- Connecting with the community

Our commitment is fueled by the generosity of individuals, foundations, and companies who invest in the mission to “understand and illuminate the future through inclusive, authentic storytelling, and preservation.”

You will play a pivotal role in stewarding members, growing membership, and cultivating and securing revenue toward our \$1.3M departmental budget. *Your* success is the foundation for the Advancement team and History Center's success.

I invite you to bring your enthusiasm, attention to detail, strong quality of work, ambition for growth, and your full self to the York County History Center, where every contribution has an impact.

-Amy Serafino, Vice President, Advancement

Position Summary:

The York County History Center seeks a dynamic and goal-oriented fundraising professional to serve as the **Membership & Advancement Manager** on a 3-person team raising \$1.3M to preserve and

protect York County History for future generations. This position is a key contributor to the organization's success, playing a central role in stewarding members and growing memberships; and works with the team and across departments to cultivate individual and institutional relationships; including through donor advised funds (DAFs). The role includes maintaining a small personal donor portfolio with opportunity to grow.

With the recent opening of a state-of-the-art museum, library, and archive, the Advancement team is uniquely positioned to make a lasting impact. The ideal candidate will combine relationship-building skills, marketing and sales aptitude, and a strategic mindset to elevate the History Center's member and donor experiences. Using moves management principles, the Membership & Advancement Manager will work to inform, engage, and inspire members and donors to invest in the organization's mission. The Manager will solicit, secure, and steward membership and annual fund contributions, and work with the Special Events Coordinator to manage the Revolutionary Delegation and other members and donor events. As an Advancement team member, the Manager will work with the Vice President of Advancement and collaborate cross-departmentally to identify and steward annual, major, and planned giving prospects; and help build the History Partners corporate giving program.

Responsibilities Include:

- ◆ Work with the VP of Advancement to develop stewardship and ask strategies to move members and donors up the ladder of support.
- ◆ In collaboration with entire Advancement team and special events coordinator, support departmental responsibilities for Annual "A Date with History," and Oyster Festival fundraising events
- ◆ Manage campaigns for:
 - Annual Fund, including Revolutionary Delegation (major donor) level contributors
 - In partnership with the VP of Advancement, in consultation with the President, develop a case for support to guide messaging for all related correspondence based upon the mission and the organization's core work.
 - Develop and execute against annual financial goals, with tactics to achieve and exceed annually, including:
 - Two Annual Fund mail campaigns per year
 - Revolutionary Delegation stewardship and solicitation events (min: 2/year)
 - Plan and implement the History Center's annual Give Local York initiative in cross-departmental collaboration with other team members.
 - Tactics will include pre-event marketing and solicitation, event-day of activities, and working with the VP of Advancement to secure board and leadership pledges and gifts.
 - Membership
 - Create and execute against annual goals, benchmarks, and implementation tactics to renew and grow the History Center's passionate membership
 - Leverage the excitement and value of the new History Center to continue to increase new, renewed, and returning lapsed members
 - Oversee the mailing cycle for renewals to ensure lapsing members are given all appropriate opportunities to renew
 - In collaboration with VP of Advancement and Special Event Coordinator, manage member events including annual Holiday Open House and Member Welcome/Mixer Reception
 - Work with VPs of Advancement and of PR & Marketing to market membership to new and existing audiences

- Stewardship/Cultivation
 - Serve as point of contact for History Center members including fielding clarifying questions, assisting with their renewals if necessary, tracking member event RSVPs, working with Development Operations Coordinator to ensure timely processing of membership packets, thank you letters, and other correspondence.
 - Collaborate with the Advancement team to implement a moves management system enabling the organization to cultivate and/or steward donors bringing them closer to the organization for major gift and other opportunities.
 - Support VP of Advancement in working with Board Advancement Committee and attending bi-monthly meetings
 - Over time, proactively seek and recommend efficiencies associated with Manager's roles and responsibilities, as well as those throughout the Advancement team
- ◆ Attend events and engage with donors and event participants
- ◆ Assist with the preparation for and staffing of YCHC special events, as needed
- ◆ Occasionally assist with Visitor Services responsibilities, possibly serving as a back-up for staff breaks and absences as needed
- ◆ All other duties as assigned

Skills:

- ◆ High-quality work standards
- ◆ Entrepreneurial problem-solver with a drive to get to yes
- ◆ Superior written and oral communications skills
- ◆ Ability/aptitude to steward and close membership and Annual Fund gifts up to \$5,000
- ◆ Creativity and demonstrated success in managing multiple projects well
- ◆ Ability to work in a dynamic environment, especially in cross functional teams in differing locations
- ◆ Strong organizational and interpersonal abilities; attention to detail and skill and comfort in interacting with people of all ages, perspectives, and backgrounds. Diplomacy, tact, discretion, and the ability to maintain confidentiality inside and outside the organization.

Qualifications:

- ◆ 1-3 years of full-time, paid fundraising, sales, or closely related experience working with volunteers or donors in a non-profit or fundraising environment, museum membership experience, or fields that require a high degree of professionalism, attention to detail, and excellent writing, verbal, and interpersonal skills
- ◆ CRM experience is required
- ◆ Proficiency in MS Office or Google Suite; Canva experience a plus
- ◆ Ability to work occasional evening and weekend events
- ◆ A bachelor's degree in business, marketing or non-profit management or equivalent experience
- ◆ Ability to lift 30 lbs.
- ◆ Valid Driver's license required
- ◆ Background check required

The York County History Center is an Equal Opportunity Employer and does not discriminate because of age, color, disability, ethnicity, marital or family status, national origin, race, religion, sex, sexual orientation, military veteran status, or any other characteristic protected by law.

Please email cover letter and resume to: aserafino@yorkhistorycenter.org. Include Membership & Advancement Manager in the subject line. **Applications without cover letters will not be considered.** No phone calls, please.