

**YORK COUNTY HISTORY CENTER**  
**Position Description**

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

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**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, the York County History Center opened its state-of-the-art facility at 121 N. Pershing Avenue in downtown York. This dynamic new museum, library, and archives serve as an engaging, innovative cultural destination, fostering economic development through tourism and revitalization. The transformed organization now offers expanded opportunities to connect with members, donors, and the broader community.

Together with the new building, the History Center's other properties—including the Colonial Complex (home to the Colonial Courthouse, Golden Plough Tavern, and General Gates House), the Agricultural and Industrial Museum (AIM), and the York County Fire Museum—play a vital role in mission fulfillment. These sites provide a broad platform for delivering programs, hosting events, and deepening public engagement with York County's rich and diverse history.

As we begin an exciting new chapter under the leadership of incoming President & CEO Ben Neely, the History Center is energized by strong organizational momentum and an equally enthusiastic and optimistic community of supporters.

**From the Vice President, Advancement**

I appreciate 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 those 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, high standards, ambition to grow, critical thinking, and whole self to this dynamic organization—home to 15 full-time and more than 10 part-time colleagues. Welcome to the York County History Center, where every contribution matters and makes a lasting impact.

-Amy Serafino, Vice President, Advancement

### **Position Summary:**

The York County History Center seeks a dynamic, goal-oriented professional to serve as Membership & Advancement Manager on a three-person fundraising team responsible for raising \$1.3M annually to preserve and protect York County's rich history for future generations. This role is essential to the organization's success—driving membership retention and growth, building relationships with low- and mid-level donors (including through donor-advised funds), and helping to deepen community engagement.

Now entering our second year in a stunning new museum, library, and archive—recognized as one of USA Today's Top New Museums of 2024—the History Center is experiencing tremendous momentum. With the recent appointment of Ben Neely as incoming President & CEO, this is an exciting time to join a passionate and forward-thinking team.

The ideal candidate is a strategic thinker with strong relationship-building skills and a flair for marketing or sales. You'll use moves-management principles to inform, engage, and inspire both prospective and current members and donors—encouraging them to invest in our mission. The Manager will solicit, secure, and steward membership and annual fund gifts, and will partner with the Special Events Manager to support the Revolutionary Delegation and other member and donor events. Reporting to the Vice President of Advancement, the Manager will also collaborate cross-departmentally to identify and steward a focused portfolio of donors and prospects.

### **Responsibilities Include:**

#### **Membership & Donor Engagement – Approx. 35%**

- Work with the Vice President of Advancement to develop thoughtful stewardship and ask strategies to move members and donors up the ladder of support, with a strong emphasis on year-over-year retention and renewal.
- Evaluate current membership packages and recommend strategic updates to ensure benefits remain relevant, compelling, and effectively implemented.
- Create and execute annual membership goals and benchmarks, with clear tactics to recruit, retain, and re-engage lapsed members.
- Oversee the membership renewal mailing cycle to ensure timely and consistent follow-up with lapsing members.
- Serve as the primary point of contact for members, responding to inquiries, assisting with renewals, and tracking event RSVPs.
- Collaborate with the Development Operations Coordinator to ensure timely delivery of membership packets, acknowledgments, and correspondence.

- In partnership with the VP of Advancement and the VP of PR & Marketing, develop strategies to market membership to new and existing audiences.
- Support and help coordinate member-focused stewardship and recruitment events in collaboration with the Special Events Manager.

### **Annual Fund & Campaign Management – Approx. 35%**

- Lead campaigns for the Annual Fund, including donors at the *Revolutionary Delegation* level (\$1,000+).
- In partnership with the VP of Advancement and in consultation with the President & CEO, utilize a compelling case for support to guide messaging and donor communications.
- Develop and implement strategies to meet or exceed annual fundraising goals, including:
  - Two Annual Fund direct mail campaigns per year
  - At least two stewardship and solicitation events annually for the Revolutionary Delegation
- Plan and execute the History Center's annual **Give Local York** campaign in collaboration with cross-departmental teams. Responsibilities include:
  - Pre-event marketing and donor outreach
  - Day-of engagement and donor interaction
  - Securing board and leadership gifts with support from the VP of Advancement

### **Fundraising Events – Approx. 15%**

- Collaborate with the Advancement team and Special Events Manager to support major fundraising events, including *A Date With History*, the *Oyster Festival*, and potential additional events tied to America's 250th anniversary celebrations.

### **Stewardship & Cultivation – Approx. 10%**

- Help implement a moves management system to actively cultivate and steward low- and mid-level donors.
- Support the VP of Advancement with Advancement Committee meetings, including preparing reports and attending as needed.
- Proactively recommend and implement operational efficiencies in Advancement processes over time.

### **Administrative & Collaborative Responsibilities – Approx. 5%**

- Attend and actively engage with guests at events.
- Assist with staffing and preparation for History Center events, as needed.
- Occasionally serve as backup for Visitor Services during staff breaks or absences.
- Perform other duties as assigned.

### **Required Skills:**

- Commitment to producing high-quality, detail-oriented work.
- Entrepreneurial mindset with a proactive, solution-oriented approach and a drive to "get to yes."

- Strong critical thinking and deductive reasoning skills to make sound, informed decisions following appropriate training.
- Excellent written and verbal communication skills, with the ability to tailor messaging for different audiences.
- Proven ability—or strong aptitude—to steward and close membership and Annual Fund gifts of up to \$1,000.
- Creative and resourceful, with demonstrated success managing multiple projects simultaneously.
- Proficiency in Microsoft Office and/or Google Workspace (Docs, Sheets, Slides, etc.), including creating professional, visually polished slides, documents, and reports; use Microsoft Word (including tables, mail merges, and flyers), Excel (for tracking and reporting), Outlook (for email/calendar management), and other platforms as needed.
- Experience navigating and utilizing a CRM system (e.g., Raiser's Edge, Salesforce, or similar) for donor/member data tracking and reporting.
- Ability to thrive in a fast-paced, deadline-driven environment.
- Strong organizational and interpersonal skills, with the ability to interact confidently and respectfully with individuals of all ages, backgrounds, and perspectives.
- Demonstrates diplomacy, tact, discretion, and sound judgment, with the ability to maintain confidentiality inside and outside the organization.

#### Qualifications:

- 1–3 years of full-time, paid experience in fundraising, sales, or a closely related field—especially roles involving volunteers, donors, or members in a nonprofit, museum, or similarly mission-driven environment.
- Experience in fields requiring a high level of professionalism, attention to detail, and strong written, verbal, and interpersonal communication skills.
- Canva experience a plus.
- Ability and willingness to work occasional evenings and weekends for events.
- Bachelor's degree in business, marketing, nonprofit management, or a related field—or equivalent relevant experience.
- Ability to lift up to 30 lbs. as needed.
- Valid driver's license required.
- Background check required.

If you're early in your career, energized by creative problem-solving, and passionate about making an impact in York County, this could be the perfect opportunity to grow and contribute meaningfully to a thriving organization.

The York County History Center is an Equal Opportunity Employer. It 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](mailto:aserafino@yorkhistorycenter.org). Include Membership & Advancement Manager in the subject line. **Important: Applications without cover letters will not be considered.**