



MARKETING & MEMBERSHIP OFFICER

The Moab Museum seeks a full-time Marketing & Membership Officer to promote the Museum and its Big Stories to advance our vision to help our audiences “change how we see the world.” Primary performance goals are to elevate the Museum’s regional profile, grow membership numbers and income, and increase attendance and retail sales.

The Museum Team

The Marketing & Membership Officer is both an independent contributor and effective teammate on a small team of uniquely qualified professionals who share a desire to establish the Museum as an essential community and regional resource. You will work in a fluid, “start-up-like” work environment, where all staff help each other to perform their professional, administrative, and clerical tasks.

Key Performance Areas

- a. **Public & Community Awareness**
 - a. Write, edit, & produce promotional materials.
 - b. Coordinate relationships with local media & local/regional publications and contribute regularly scheduled content about Museum happenings.
 - c. Manage the Museum’s website & social media presence.
 - d. Represent the Museum at community events in collaboration with other Museum staff.
- b. **Membership & Donor Development**
 - a. Create & coordinate Members-only and member acquisition events & programs.
 - b. Manage member/donor database to ensure accurate fee/gift accounting and timely fee/gift receipting, acknowledgement, and recognition.
 - c. Produce Member newsletters, annual giving appeals, and project- or program-specific promotional materials.
- c. **Audience Development.**
 - a. Promote the Museum to traveling visitors, tour operators, industry partners, and members.
 - b. Maintain & analyze paid/member attendance to guide advertising & promotions.
 - c. Establish and maintain relationships with visitor industry partners.

Salary & Benefits

Salary range for this full-time (40 hours/week) position is \$38,000-\$44,000 based on experience, not including Museum-paid health (medical, vision & dental) benefits.