



# HEAD OF MEMBERSHIP

**ByalaSearch LLC** is pleased to announce that our firm has been retained by the Museum of Modern Art to identify candidates for the position of Head of Membership.

## ABOUT THE MUSEUM OF MODERN ART

The Museum of Modern Art and MoMA PS1 celebrate creativity, openness, tolerance, and generosity. They aim to be inclusive places— both onsite and online—where diverse cultural, artistic, social, and political positions are welcome. MoMA is committed to sharing the most thought-provoking modern and contemporary art, and hopes the audience will join in exploring the art, ideas, and issues of our time.

MoMA fuels creativity, ignites minds, and provides inspiration. With extraordinary exhibitions and the world's finest collection of modern and contemporary art, MoMA is dedicated to the conversation between the past and the present, the established and the experimental. Their mission is helping people understand and enjoy the art of our time -- to be the most engaging museum of its kind for the diverse local, national and international audiences it serves.

MoMA engages audiences worldwide across all channels (onsite visitation, touring exhibitions, retail stores, online, social media, email, and video) including welcoming over 3 million onsite visitors at their main campus on 53rd Street and at MoMA PS1 in Queens. MoMA's membership base includes nearly 150,000 households. MoMA's primary sources of support are admission fees, membership dues, grants and gifts from individuals, foundations, and corporations, endowment income, and revenues from retail operations. MoMA's content is generated from its unparalleled collection, exhibitions, and programs and distributed via MoMA.org, social media channels, YouTube, apps, print and digital publications, public programs, education programs and courses, among other channels.

## PRIMARY FUNCTION

MoMA is seeking a candidate who will lead an already established and leading membership program through its next phase of growth by leveraging and collaborating with colleagues across the institution such as curatorial, education, retail and dining. A primary goal is the growth of its membership program within larger institutional goals around revenue, reputation, community, and experience. MoMA is looking for a seasoned, enthusiastic, driven candidate who will calibrate Membership goals and develop further growth opportunities from both audience engagement and financial support.

Reporting to the Director of Marketing and Audience Strategy, who reports to the Deputy Director of External Affairs, the Head of Membership will be a key player in MoMA's visitor funnel and will serve as the primary representative for Membership at the institution, serving as an ambassador to existing and potential members. Key components of the role include enhancing and communicating the onsite value proposition for Members, improving new members' first year experience in order to drive first year renewals, implementing and then driving results from a new member acquisition approach and moving members to MoMA's patron program. With strong experience in the creation of strategies to drive membership growth, the Head of Membership will partner with key colleagues across the institution, including curatorial, operational, technological, retail and dining among others, to execute an engagement strategy as it pertains to members. MoMA's members are a deeply engaged audience who are committed to supporting the mission of the institution. The Head of Membership must display a strong understanding of philanthropy and how to communicate the value of the intangible and tangible benefits of membership.

## Role and Responsibilities:

- Serving as a strategic partner within MoMA to work towards increased Memberships and overall revenue and as a trusted advisor to top levels of leadership across the institution;
- Developing and communicating a member retention and growth strategy, based on a process that allows for continual data gathering to facilitate segmentation and effective targeting of member prospects;
- Working alongside the other members of the Marketing and Audience strategy team to implement an effective conversion strategy from the top to the bottom of the member funnel and with External Affairs colleagues to create and execute a cohesive overall fundraising strategy that strengthens relationships between the institution and donors/members;
- Developing enticing, exclusive membership benefits and clearly and broadly communicating them to the public to illuminate the value proposition of membership;
- Collaborating with colleagues across External Affairs (fundraising, events, marketing, communications, etc.) and Visitor Services to provide MoMA audiences (donors, members, visitors, shoppers, etc.) an engaging and welcoming experience with the institution;
- Collaborating with operations and visitor engagement to ensure that visitors have an experience that highlights the value proposition of membership, converting visitors into loyal members when appropriate;
- Leading the membership program to reach audience and revenue goals on an annual basis; using data analytics to track and interpret key performance indicators and adjust strategy accordingly;

- Modeling best practices and leading the membership team, developing talent and creating processes within the team and with other departments to foster strong working relationships and coordination; managing the departmental budget.

## **Ideal Skills and Experience:**

- Candidates should possess a bachelor's degree with at least 8 years demonstrated experience in marketing, membership or a related field
- Experience leading a team, with a track record of hiring and retaining high caliber talent and developing future leaders
- Ability to integrate strategically the goals of the membership program with the broader goals of the institution and work collaboratively with many departments across the institution to meet these goals
- An analytic skillset with the ability to lead, carry out, and communicate analysis, and the ability to develop strategy based on analysis
- Energetic, dynamic leader who is excited to take a successful membership program to the next level
- A demonstrated understanding of philanthropy and passion for arts and culture
- Previous experience working with and driving results from a sophisticated customer relationship management system, preferably experience with Salesforce
- Excellent communication skills, both written and verbal

## Critical Competencies for Success

- Track record as a strategist creating exclusive member benefits and experiences to introduce people to the value proposition of membership; engaging, retaining and moving them up the membership ladder with a view to converting them to donors
- History of building trust with colleagues across an institution, i.e., curatorial, education, dining, retail, and technology, among others, to collaborate in creating unique member experiences inspiring members to become more invested and increase their level of involvement and membership
- Experience cultivating relationships to gain trust of institutional leadership at the highest levels; history of building relationships with visitors and members at all levels through personal interaction

### Other Characteristics:

The successful candidate must be a strategic and systems leader meeting the goal of building Membership programs through creative and exclusive benefits, laying the groundwork to support a sustainable fundraising strategy. The Head of Membership must be a results-oriented performer who can listen, translate and bring multiple initiatives to completion simultaneously with grace and good humor. The successful candidate will be someone who can hit the ground running in a fast-paced environment, maintaining flexibility and a sense of urgency while understanding the scale and tempo of a large-scale non-profit organization.

The Head of Membership will be experienced, creative, organized and entrepreneurial with the professionalism to represent MoMA, internally and externally, with passion and authority, enhancing the institution's mission and activities. The individual will have a demonstrated ability to build and bring team spirit, enthusiasm and integrity to the role to achieve results at the highest levels. The Head of Membership will demonstrate the interpersonal skills that influence



collaboration and cooperation while working cross-functionally with other departments at MoMA to achieve the goals and support the mission of the institution.

## COMPENSATION

The compensation for the Head of Membership is targeted at \$200,000-225,000.

## KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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