

Memberships Manager (Full Time) – American Associates of the National Theatre

About the National Theatre of Great Britain

The National Theatre of Great Britain (NT) is dedicated to making the very best theatre and sharing it with as many people as possible. It aims to reach the widest possible audience and to be as inclusive, diverse and international as possible. On the South Bank in London, the NT typically stages up to 30 productions in its three theatres each year, ranging from re-imagined classics – such as Greek tragedy and Shakespeare – to modern masterpieces, musicals, new work by contemporary writers and theatre-makers, and work for young audiences. The National's work is also seen on tour throughout the UK and internationally, and in collaborations and co-productions throughout the world. Popular shows transfer to the West End and to Broadway and, through the National Theatre Live program, the NT shares its productions with audiences around the world, broadcasting to over 2,500 venues in 65 countries.

Since the pandemic, the NT has also been sharing their work digitally via the National Theatre at Home streaming service. The NT also released *Romeo and Juliet*, filmed in the Lyttelton Theatre during lockdown, on Sky Arts and PBS, as well as other new digital initiatives such as the *Life in Stages* conversation series on YouTube.

The National Theatre's extensive learning and participation program supports young people and schools through established participatory programs. The NT have worked closely with schools and community groups to adapt their offering and the National Theatre Collection, which makes recordings of shows available to the global education sector, has seen remarkable demand over the last year, recently expanding to include free access for New York City public middle and high schools.

Whatever the medium, the NT works with some of the world's greatest actors, writers, theatre artists and technicians, aspiring always to the levels of excellence that make the NT a world leader.

About the American Associates of the National Theatre

The American Associates of the National Theatre (AANT) is a 501(c)(3) non-profit organization, based in New York, that promotes and supports the work of the National Theatre in both Great Britain and the United States. Since 2005, the AANT has granted more than \$25 million to the National Theatre, providing essential funding which supports the NT's mission to develop world-class productions with affordable ticket prices, while reaching out to artists and audiences of the

future through extensive education programs.

The success of Tony Award-winning Broadway transfers including *War Horse*, *One Man, Two Guvnors* with James Corden, *The Curious Incident of the Dog in the Night-Time*, *Angels in America* with Andrew Garfield and Nathan Lane, *Network* with Bryan Cranston, *Hadestown* and recently Tony-nominated *The Lehman Trilogy*, combined with the opportunity to share the National Theatre's productions with US audiences year-round through NT Live, has enabled the AANT to capitalize on the high profile and reach of the National Theatre in the US and significantly increase its fundraising year on year: granting over \$4.5 million in FY2021/22.

Working closely with the Head of Individual Giving, the Membership Manager will be one of seven highly collaborative team members based in New York (three Individual Giving staff, two Events staff, Head of Institutional Giving, and Development Operations Officer), plus a Director of Development based in California, who are supported by a Board of Trustees and Honorary Council, as well as the National Theatre team in London.

The AANT secures the majority of its income from individual donors, through major gifts, appeals and a nation-wide membership program of over 300 supporters with levels from \$1,000 - \$20,000, but has a mixed model of support which includes corporate sponsorship and grants from US Foundations. A year-round events program is in place to cultivate and steward support, and high-profile fundraising Galas are planned when appropriate opportunities arise.

The AANT and NT recently completed an ambitious fundraising campaign, NT Together, to support the National Theatre's recovery from the impact of the Covid-19 pandemic. Between April 2020- 2022 the AANT and NT raised £40 million from all income streams, with \$10 million of that total coming from our donors in the US.

Overview

The funding that the American Associates of the National Theatre grants to the National Theatre is critical to the future of the NT. As the NT's program of work in the US continues to grow, our fundraising is growing accordingly. We are seeking a Membership Manager to join our team who is a detail orientated, experienced fundraiser with an aptitude for engaging current and prospective donors at the \$1,000 - \$20,000 level.

Purpose of the Job

The Membership Manager will work closely with the Head of Individual Giving to administer our nation-wide AANT Membership program, which represents approximately \$1 million in contributed revenue each year. They will cultivate, solicit, and steward individual supporters, focusing on strategies to attract new prospective members and increase support from existing donors.

Key Responsibilities

- Work with Head of Individual Giving to strategically build AANT membership program, with focus on acquisition of new supporters.
- Manage a portfolio of AANT members giving up to \$5,000 annually and building relationships with donors and prospects to retain and increase their level of support.
- Stewardship of AANT members, including working with the NT Development office on coordinating NT and Broadway ticket booking, backstage tours, restaurant bookings etc.
- Conduct regular in- person meetings and Zoom/phone calls with current and prospective members.
- Act as primary point of contact for AANT members and ensure the highest possible standards of customer service are maintained, with a view to encouraging renewal of donations and increased support.
- Manage membership communications, including quarterly newsletters, monthly membership renewals, recruitment campaigns, and annual appeals.
- Work closely with AANT Events team to ensure smooth running of Supporters' Events season, including managing invitations schedule and coordinating invitation lists, acting as the main point of contact for RSVPs, assisting with running of events and managing donor follow up after events.
- Compile research and briefing notes on donor meetings for Head of Individual Giving and Director of Development, as well as NT Senior Development team when taking meetings in the US.
- Maintain donor records and regularly update donor listings for NT programs, donor boards, and AANT website.

- Update membership information on the AANT website and marketing materials.
- Carry out any other duties as requested by the Head of Individual Giving, Director of Development and AANT Chairman.

This position reports to the AANT Head of Individual Giving.

Person Specification

Skills and Attributes

- Four to five years of relevant experience, with strong interpersonal and relationship building skills. Proven track record of closing gifts at the \$1,000+ level highly desirable
- Excellent organizational skills, with impeccable attention to detail, the ability to multi-task, prioritize workload and plan ahead
- Exceptional writing and editing skills; ability to translate complex ideas and strategies into clear, concise, and compelling narratives.
- Ability to communicate with a range of people at all levels – over the telephone, in writing and in person
- Ability to work collaboratively with multiple stakeholders in a fast-paced environment and juggle multiple priorities
- Excellent computer skills, including knowledge of Microsoft Word, Excel, Outlook, Teams. Experience with email manager (Word Fly, Mail Chimp, etc) highly desirable. Tessitura knowledge a plus
- Proven analytical and strategic thinking capabilities
- Goal-oriented and highly motivated, with a positive, can-do attitude
- Passion for and knowledge of the arts and theatre, as well as interest in and commitment to the overall aims of the National Theatre

Terms and Conditions

Contract Type: This is a permanent, full-time position

Hours: 5 days / 35 hours per week. Occasional evening and weekend hours may be necessary, both with notice, to fulfil the post's requirements. Time off in lieu can be taken for these hours.

Salary: \$50,000 per annum, paid bi-weekly

Location: 247 West 30th Street, New York, NY 10001 (currently working remotely; planning to return to the office in near future)

Annual Leave: 15 days in the first year, increasing with length of service, up to a max of 20 days.

Probationary Period: 3 months

Notice Period: 1 month

Health Insurance: Provided after 3 months in the position. Covered in full by the AANT, including medical, dental and vision.

401k: Provided after 3 months in the position – employees can opt to contribute up to 6% of basic pay and the AANT will make a matching contribution

Other benefits: Life insurance covered in full by the AANT. Complimentary tickets for NT Live screenings and New York transfers of National Theatre productions, subject to availability. Theatre ticket allowance for other discounted shows, subject to approval.

Recruitment Process

Applicants should submit their resume, along with a cover letter in one document to jobs@aarnt.org by 12:00pm ET on **Thursday June 9, 2022**, quoting **Membership Manager** in the subject line. Interviews via Zoom will be commencing the week of **June 13, 2022**. Ideal start date in July 2022.

AANT is an equal employment opportunity employer and is committed to providing a work environment that is free of discrimination and harassment (including sexual harassment) based upon any protected characteristic. AANT does not discriminate for reasons of race, color, creed, religion, age, marital status, membership in a domestic partnership, veterans or uniform service member status, gender, pregnancy, sexual orientation, gender identity or expression, ethnic or national origin, mental or physical disability, genetic information, medical condition, history of domestic violence or assault, caregiver status, or any other protected characteristic under applicable federal, state and local laws. AANT ensures equal and fair treatment of any employee or applicant with known mental or physical disabilities