



Director of Digital Engagement Platforms Marketing & Experience Division

Overview

The BMA is seeking a full-time Director of Digital Engagement Platforms to provide technical and strategic direction for donor cultivation and fundraising at the Museum. This person will manage the administration and provide support for all constituency building platforms and tools, including CRM databases, ticketing solutions, SEM, and fundraising tools. They will also collaborate with colleagues across the institution to create and implement strategies to build the Museum's subscriber and donor bases.

This position will reside in the Marketing and Experience Division (MX) and partner closely with the Museum's Advancement team.

This is a full-time, exempt position reporting to the Chief Innovation Officer. This position allows for some remote work, though the ability to routinely be onsite at the Museum is also required.

Responsibilities

Responsibilities Include but are not limited to:

- Develop and prepare highly segmented data files and reports, and analyze data to offer strategic recommendations
- Create digital strategies to expand the subscriber, donor, and sustainer bases.
- Take ownership of roadmap for Advancement Division's systems and technology, issuing recommendations for the procurement of software, licensing, and equipment
- Help develop and sustain new tools for digital engagement, including digital advertising and fundraising campaigns, in alignment with programmatic and institutional goals.
- Provide data management support for Advancement, prepare and monitor data for third-party integration systems, and provide strategic and technical leadership in connecting constituency systems
- Maintain integrity of donor data with regular screenings through national databases.

Leadership Competencies

The ideal candidate will embody the following BMA leadership competencies as well as other leadership qualities:

- Develops Talent - Manages team to perform and contribute to the Museum's goals by providing regular feedback and opportunities to learn and grow.
- Builds Trust - Consistently demonstrates honesty, integrity and authenticity

- Adapts and Innovates - Remains resilient, flexible and open to change. Welcomes new information and seeks opportunities to innovate.
- Communicates effectively - Proactively shares information that is timely, clear, transparent and respectful.
- Ensures accountability - holds self and others responsible for achieving objectives, goals and commitment made

Requirements

- At least seven years of experience in the areas of database management and digital strategy
- A deep knowledge of online fundraising platforms and CRMs
- Demonstrated proficiency in SEM and email marketing campaigns
- Strong programming skills, with ability to create or coach others in building forms, landing pages, and digital engagement campaigns.
- Drive to perfect the details while building the big picture
- Strong collaboration skills and ability to juggle competing deadlines.
- Excellent communication skills

The BMA is an equal-opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

We are committed to building a culturally diverse staff and strongly encourage all qualified professionals to apply.

Benefits

We offer a competitive salary and a generous benefits package. For this exempt position we offer medical, dental, vision, prescription, 403b retirement plan with match, long term disability, flexible spending account, museum and restaurant discounts, and reduced fee gym membership. We also offer accrued vacation, holidays, personal days, floating holidays, and sick days.

Apply

Please send cover letter and resume to HR@artbma.org with "Senior Director of Digital Engagement Platforms" and your first and last name in the subject line.

Incomplete application materials will not be accepted.

No phone calls please.

Position will be posted until filled.