

Job Title: Communications and Membership Manager (CMM)  
Reports To: Executive Director / Chief Executive Officer (ED/CEO)  
Work Week: Tuesday - Friday (Full or Part Time Available)  
Compensation: \$20-\$25/hour based on experience.  
Benefits: IRA (retirement plan), Paid Holidays, Paid Time Off, Personal/Family Care Benefit

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**PRIMARY PURPOSE**

The CMM leads communication and outreach efforts to promote understanding and awareness of museum programs and services. The CMM builds relationships with members and community partners with a goal of connecting children and families with activities that promote learning through play. As a part of the staff leadership team, the CMM supports the delivery of high-quality museum experiences and employee brand as WHFFP&S (Welcoming, Helpful, Friendly, Fun, Proactive & Safe).

**ESSENTIAL DUTIES and RESPONSIBILITIES** (other duties may be assigned)

- Acts as an ambassador and positive representative of the Children's Museum of FDL (CMFDL).
- Engages with museum audiences to capture and share visitor stories.
- Manages communication efforts by creating press releases and updating electronic (website and newsletter) and social media content.
- Builds relationships with community partners that also serve children and families to ensure collective impact and effective delivery of services.
- Leads community outreach efforts, such as community events to help position CMFDL as a trusted and valued partner in child development.
- Assists in capturing, analyzing and reporting metrics of museum utilization to ensure progress towards the organization's strategic objectives and compliance with grant funding.
- Leads the research, planning and development of membership programs and initiatives.
- Assists with development efforts associated with DEAI initiatives to ensure all children have access to museum programs and services.
- Expands partnerships with children's museums in and beyond Wisconsin.
- Responds to and manages donation requests from partnering nonprofit organizations.
- Works closely with all CMFDL staff to plan and promote museum offerings.
- Assist in managing volunteers and contractors in support of facility and exhibit maintenance.
- Supports efforts to build attendance and membership while engaging parents, caregivers and community partners in the benefits of play.
- Provide as-needed support to the front desk in selling tickets, memberships, and welcoming or interacting with guests, and supporting opening and closing procedures day-to-day.
- Supports 4 main functional areas: programs and services (35%), fundraising (10%) and general operations (15%), membership development (40%).

**SUPERVISORY RESPONSIBILITIES**

The Communications and Membership Manager will work with leadership staff to ensure appropriate coordination of associate and supervisor staff members, interns, volunteers, vendors and contractors who assist in providing daily museum services.

**COMPANY NEEDS and CULTURE**

The CMM is an “in person” role and must be willing and able to work a flexible schedule to meet the demands of the position, with occasional evenings and weekends. The CMM upholds CMFDL’s core values (<https://www.cmfdl.org/about-the-museum/>) and supports a positive work culture.

**QUALIFICATIONS**

- Excellent problem solving, organizational, and logistic coordination skills.
- Ability to multitask, perform many projects at once.
- Demonstrates a high level of project management skills.
- Proven ability to communicate both orally and in writing.
- Strong ability to learn new software technologies.
- Experience with and ability to meet deadlines.
- Ability to relate well to people of all ages and backgrounds.
- Ability to work successfully as a team player.
- Ability to be self-motivated and to work independently or in a team environment.

**EDUCATION and/or EXPERIENCE**

- Associates degree or Bachelor’s degree (Business, Human Services, Marketing, or Communications) preferred.
- Proficiency with Google Suite programs and cloud applications required.

**QUALIFICATIONS and OTHER REQUIREMENTS**

- Valid driver’s license.
- Ability to pass a pre-employment drug screen and background check.

**PHYSICAL DEMANDS**

Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

**SUPPORT STRUCTURE**

The CMM will set goals with the ED/CEO, based on strategic objectives. This position will be supported by the ED/CEO and other leadership staff to manage progress towards professional development and organizational goals. Also, the CMM will be provided opportunities to utilize and develop servant leadership skills.