



Virginia Association of Museums (VAM) – Richmond, VA

Position Title – Assistant Director of Membership and Communications (ADMC)

Application Review – A review of applicants will begin on April 14, 2025 and continue until the position has been filled.

Salary – \$50,000 USD annually

Job Type – Full-Time, Exempt

Direct Supervisor: Executive Director

Employment Type: Hybrid (Travel, Telework, and Office-Based Work)

To Apply – Interested applicants should submit a cover letter and resume to Executive Director, Casey Jenkins at cjenkins@vamuseums.org with the subject line "ADMC Application"

Job Summary – The Assistant Director of Membership and Communications is responsible for membership relations including recruitment, retention, public programming, and database management. Additionally, the Assistant Director will oversee all organizational communications including social media, newsletter, website maintenance, and media relations. This position will play an important role in developing and facilitating VAM's outreach and engagement initiatives to a diverse membership including students, member-museums of varying size, and businesses.

The ADMC's primary areas of focus include:

Member Engagement, Public Programming and Customer Service (45%)

- Coordinate member programming including workshops, regional meet-ups, and fundraisers
- Assist the ED with all logistics and event coordination for Virginia Museum Advocacy Day
- Assist the ED and Conference Administrator with planning and execution of the annual conference and all associated programming
- Design and implement membership recruitment and retention strategies
- Serve as the primary point of contact for membership inquiries and demonstrate superior customer service while interacting with current or prospective members

- Travel as needed to member and prospective member sites across the Commonwealth for recruitment and/or programming purposes
- Work closely with the certificate program committee to manage and administer the VA museum management certificate program offered to individuals of member institutions
- Assist with the implementation and promotion of the VA Top Ten Endangered Artifacts campaign
- Work closely with the ED and the Membership Engagement Committee to develop an annual program of work including all member programming mentioned above

Communications and Public Relations (30%)

- Create content for member e-newsletters to be disseminated on a regular, routine basis
- Manage VAM's social media platforms and generate content for public and member consumption and work with the Community Engagement Committee on other marketing and promotional initiatives
- Serve as the main point of contact for media inquiries and draft press releases

Database Management and Website Maintenance (25%)

- Manage and update membership database to ensure proper record-keeping including member profiles and event registration details
- Process membership applications and renewals through membership software
- Ensure website content is updated in accordance with program details/registration and other marketing opportunities awarded to members, businesses, and other sponsors
- Manage the Careers inbox and respond to member requests to post on the VAM job board

Qualifications

Must be available to work weekends, holidays, and/or evenings as needed. Must be able to travel out of town as needed across Virginia/Washington D.C. and must live within the Commonwealth of Virginia.

Preference will be given to candidates who live within a commutable distance of Richmond, VA, however this role can accommodate remote work, and consideration will be given to qualified candidates who live elsewhere in the Commonwealth. Candidates must have the understanding that regular monthly travel across the state and a presence in Richmond as needed, is required.

Other qualifications include:

- Successful organizational skills and detail orientation
- Willingness to take initiative and be a self-starter
- Successful ability to adapt and be flexible to changing conditions

- Experience providing exemplary customer service
- Success in identifying and achieving goals
- Success in planning and managing projects, events, and other public programming
- A commitment to diversity, equity, accessibility, and inclusion
- A positive attitude and a creatively open mind

Education and Experience

A Bachelor's Degree in public administration, non-profit management, museum studies, public history, communications, marketing, business and economics, hospitality and tourism, or a related field is required or the equivalent of five years' experience minimum. Master's Degree preferred but not required. Experience with professional associations, cultural organizations, and/or museums is preferred.

About

Founded in 1968 as the Virginia History Federation, today the Virginia Association of Museums (VAM) is the largest statewide museum service organization in the United States, with over 2,500 members. Based in Richmond, Virginia, VAM fulfills its mission of helping the museum community succeed by focusing on professional development opportunities for museum professionals and on advocacy at the state and national levels. These initiatives include an acclaimed annual conference, a robust workshop series, a respected professional certification program, a growing Virginia's Top 10 Endangered Artifacts Program, and an engaging Advocacy Day experience. VAM is also presently implementing a comprehensive DEAI Strategy and Initiative.