

Director of Audience Engagement & Membership

Posted Date: August 2026
Start Date: ASAP
Title: Director of Audience Engagement & Membership
Department: Public Engagement & Partnerships
Reports to: Deputy Director, Public Engagement & Partnerships
FSLA Status: Exempt
Schedule: Full-time

The Jewish Museum:

The Jewish Museum is an art museum committed to illuminating the complexity and vibrancy of Jewish culture for a global audience. Through distinctive exhibitions and programs that present the work of diverse artists and thinkers, the Museum shares ideas, provokes dialogue, and promotes understanding. The Jewish Museum maintains a unique collection of nearly 30,000 works of art, ceremonial objects, and media reflecting the global Jewish experience. Located on New York City's Museum Mile, in the landmarked Warburg mansion, the Museum plays an important role among cultural institutions, challenging all forms of bigotry and discrimination and promoting understanding among diverse audiences. The Jewish Museum invites applicants of all backgrounds to consider joining the Museum in its work.

For more information, please visit www.TheJewishMuseum.org.

The Position:

The Director of **Audience Engagement & Membership** serves as a strategic and operational partner to the Deputy Director, Public Engagement and Partnerships, translating divisional priorities into coordinated systems, workflows, and implementation plans.

This role is responsible for ensuring the effective management of the systems that support Visitor experience, Membership, and audience development activities across the Museum.

The Director leads the Visitor Experience and Membership functions, with responsibility for operational strategy and execution, relationship-based membership engagement, and the data systems that inform planning and evaluation. The position supports budgeting and resource planning for assigned functions.



Responsibilities Include:

Audience Engagement Strategy

- In partnership with the Deputy Director, Public Engagement & Membership, implement a comprehensive audience engagement strategy that expands participation and builds lasting relationships with current and prospective visitors.

Membership

- In coordination with the Deputy Director, Public Engagement and Partnerships, develop and manage the museum's membership program, including acquisition, retention, renewal, stewardship, and upgrades.
- Develop innovative membership benefits and experiences that increase value and member satisfaction.
- Establish annual membership goals, budgets, and performance metrics.
- Analyze membership data to identify growth opportunities and improve retention strategies.
- Collaborate cross-departmentally to strengthen the membership program.

Visitor Experience

- Partner with the Visitor Experience staff to ensure welcoming, accessible, and engaging visitor experiences.
- Evaluate the visitor journey from pre-visit through post-visit engagement.
- Develop initiatives that increase visitor satisfaction, repeat visitation, and positive community perception.
- Incorporate visitor feedback into operational improvements.

Marketing & Communications Collaboration

- Work closely with the Marketing and Communications staff to develop campaigns that increase attendance and membership.
- Ensure messaging reflects audience insights and institutional priorities.
- Support digital engagement initiatives, email marketing, social media strategies, and audience segmentation.

Data & Evaluation

- Establish and share key performance indicators (KPIs) for audience growth, engagement, and membership.
- Analyze attendance, membership, visitor satisfaction, and engagement metrics.
- Prepare reports and recommendations for senior leadership.

Requirements:

- Bachelor's degree or equivalent experience required; advanced degree preferred.
- 6–8 years of experience in visitor services, audience engagement, membership, or related fields.
- Experience developing or improving operational systems and workflows.
- Working knowledge of CRM systems and experience managing constituent data and records.
- Strong project management and execution skills.



- Ability to use and present data to inform operational decisions.
- Experience working collaboratively across departments and teams.
- Strong communication, organizational, and problem-solving skills.

Salary Range for Position: \$110,000 – \$120,000

Send Resume with Cover Letter To:

**Director, Human Resources
The Jewish Museum
1109 Fifth Avenue
New York, NY 10128
Email: jobs@thejm.org**

The Jewish Museum is committed to diversifying its staff and encourages individuals of all ethnic, racial, and religious backgrounds to apply for this position. The Museum is an equal opportunity employer and does not discriminate on the basis of any protected characteristic prohibited by applicable law.

