

MUSEUM MACAN

Development (Membership & Partnership) Officer

Job Description

February 2025

The Museum of Modern and Contemporary Art in Nusantara (Museum MACAN) is Indonesia's first museum dedicated to modern and contemporary art. Established in 2017, we are also the first and only museum in Indonesia with a membership program—one of the few in Southeast Asia.

As part of our Development Department, we are currently seeking a Development Officer (Membership & Partnership) to support our growing membership and partnership initiatives. This role will report to the Development Manager and be supported by the Development Assistant Manager in day-to-day operations.

This position will focus on two key areas: **Membership**, where the primary goals are to acquire new members, retain existing ones, and develop strategic marketing programs that enhance the membership experience, and **Partnership Development**, which involves identifying, securing, and managing partnerships—including sponsorships and strategic collaborations—with corporate, institutional, and community partners to support the museum's financial sustainability and increase brand awareness.

Success in this role requires strong project management, creative marketing, and the ability to engage with a range of stakeholders and partners. The ideal candidate is proactive, adaptable, and eager to learn, with excellent communication skills and a balance of creative vision and commercial acumen to identify and act on new opportunities. Additionally, a passion for the arts, strong organizational skills, and self-motivation are essential qualities for this role.

Development (Membership & Partnership) responsibilities :

- Develop and implement strategies to **acquire, engage, and retain members**, ensuring long-term growth and loyalty.
- Design and execute **exclusive member programs, events, and benefits** to enhance engagement and value.
- Manage and develop **membership marketing and communications**, including targeted campaigns, digital content, and CRM oversight.
- Collaborate with internal departments to **align membership offerings with museum programming** and visitor engagement.
- Analyze **membership data and market trends** to track performance, optimize revenue, and improve retention strategies.
- **Manage member relations**, including responding to inquiries, conducting research, handling website requests, and ensuring timely resolution of member needs.
- Identify, cultivate, and secure **strategic partnerships** with corporations, institutions, and community organizations.

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- Develop **sponsorship opportunities** for exhibitions, museum programs, and special events, ensuring alignment with partner objectives.
- Create compelling **sponsorship proposals and partnership presentations** to attract and secure funding.
- Maintain strong relationships with existing partners, ensuring **successful activation and fulfillment of agreements**.

Qualifications & Skills

- **Education:** Bachelor's degree in business, marketing, arts management, communications, or a related field.
- **Experience:** Minimum 1–3 years in membership management, marketing, partnerships, or business development (preferably in an arts or cultural institution or nonprofit organization).
- **Strategic Thinking & Execution:** Ability to develop and implement innovative strategies for membership growth, engagement, and retention, as well as partnership development.
- **Communication:** Strong written and verbal communication skills in English and Bahasa Indonesia, with excellent storytelling and presentation abilities.
- **Data & Analytics:** Proficiency in CRM systems, membership databases, and analytics tools to track engagement, evaluate performance, and optimize campaigns.
- **Project & Event Management:** Experience in planning and executing member-exclusive programs, renewal campaigns, and partnership activations.
- **Relationship Management:** Proven ability to engage, negotiate, and maintain relationships with members, corporate sponsors, and institutional partners.
- **Problem-Solving & Adaptability:** Resourceful, proactive, and solution-oriented in optimizing membership experiences and identifying new opportunities.

Behavioral Competencies

- **Collaboration & Teamwork** – Works cross-functionally with internal teams and external partners to enhance the membership experience.
- **Results-Driven** – Ensures membership and partnership strategies are successfully implemented, meeting and exceeding growth and retention targets.
- **Stakeholder Engagement** – Builds and nurtures strong relationships with members, partners, and donors to maximize value and loyalty.
- **Strategic Problem-Solving** – Uses data insights to enhance membership programs, improve retention, and drive sustainable revenue.
- **Service Excellence** – Delivers high-quality experiences and personalized engagement for members, sponsors, and stakeholders.
- **Integrity & Professionalism** – Maintains ethical standards, discretion, and accountability in all interactions.
- **Mission-Driven** – Aligns work with the museum's vision, ensuring impactful and sustainable membership initiatives.