



Sons of the RevolutionSM in the State of New York, Inc.

Fraunces Tavern[®] Museum

Development & Marketing Associate

Sons of the RevolutionSM in the State of New York, Inc. and its Fraunces Tavern[®] Museum.

Sons of the RevolutionSM in the State of New York, Inc. (SRNY) is a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884. SRNY sponsors or participates in numerous patriotic, commemorative and/or historic events through the year together with owning and operating Fraunces Tavern Museum, located at 54 Pearl Street in Lower Manhattan. More information is available below and on the websites of both SRNY and its Museum.

Reports To: Executive Director to start, then dual-reporting to Development & Events Manager and Communications & Marketing Manager

Schedule: Full time, 40hrs/week

Salary Range: \$40,000 - \$50,000, depending upon level of experience and capabilities

FLSA status: non-exempt

Location: On-site at Museum in Lower Manhattan with some local travel. As noted below, we are willing to consider structuring work hours and schedules to accommodate an individual's circumstances or need for scheduling flexibility, if that can be done consistent with performance of a staff member's responsibilities.

The Development & Marketing Associate supports efforts to identify and engage supporters and effectively communicate, promote and execute the mission and programs of both SRNY and its Fraunces Tavern Museum. Together with their direct supervising Managers, the Associate will also work with the Executive Director, SRNY Membership Manager, and various SRNY staff members and committee members of the SRNY Board of Managers. The Associate will also work with, in a limited capacity, professional staff members of Fraunces Tavern Restaurant to execute events and capitalize on shared marketing and public relations opportunities.

Specific responsibilities include, but are not limited to the following:

General development responsibilities

- Implement practices to identify, cultivate, solicit, grow and maintain an active pool of donors through the Museum's membership and planned giving programs
- Help coordinate the general Museum annual appeal as well as endowment and capital campaigns; assist the SRNY Membership Manager with executing the SRNY member annual appeal
- Maintain administrative processes and systems including gift recording, acknowledgment letter and tax receipt distribution, and maintenance of SRNY's customer relationship management (CRM) system

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- Help solicit and obtain donations in conjunction with key SRNY and Museum events, namely the Society's annual George Washington Birthday Ball black or white tie event to honor George Washington and benefit the Museum in February and the Society's Flag Day Parade, Celebration and Open House in June.
- Help identify and apply to viable grant opportunities to further institutional goals & work with other staff members to this end
- Work with a part-time, seasonal intern to assist with development responsibilities.

Board of Managers and committee support

- Board of Managers: schedule and organize internal and external meeting logistics, including distribution of meeting notices and agendas, committee and officer reports and resolutions, making zoom and conference call arrangements, and ordering refreshments.
- Help maintain committee and Board of Managers' records and files
- Direct all Society inquiries to appropriate person/committee chairman/staffer and maintain good relationships by ensuring timely correspondence and responses to questions.

Events management

- Manage all SRNY event/program logistics and meeting arrangements in coordination with appropriate committee chairmen or Society leaders. Events include but are not limited to the following: the George Washington Birthday Ball black or white tie event to honor George Washington and benefit the Museum in February, the Tallmadge Day Stated Meeting and Optional Dinner in January, the Battles of Lexington and Concord Dinner (including the Fraunces Tavern Museum Book Award Presentation) in April, the Flag Day Parade, Celebration, and Open House in June, Constitution Week Meeting and Dinner, and Nathan Hale Day, in September, Evacuation Day Dinner in November, and Annual Meeting of the SRNY Membership in December.
- Record and acknowledge Society income, including program/event ticket sales and donations in the Society's CRM or Microsoft Excel templates, working with the SRNY Membership Manager as necessary
- Assist with other special events/programs/projects as directed by the SRNY President, committee chairmen, or Executive Director.
- Coordinate with other departments on relevant events/programs.

Integrated Marketing:

- Implement online content messaging strategies across creative communications channels and maintain best practices in audience research, optimization, and development
- Implement the communication and marketing of Museum programs and events as well as SRNY events, including the George Washington Birthday Ball black or white tie event to

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honor George Washington and benefit the Museum in February, the Tallmadge Day Stated Meeting and Optional Dinner in January, the Battles of Lexington and Concord Dinner (including the Fraunces Tavern Museum Book Award Presentation) in April, the Flag Day Parade, Celebration, and Open House in June, Constitution Week Meeting and Dinner, and Nathan Hale Day, in September, and Evacuation Day Dinner in November.

- Work with a part-time, seasonal intern to assist with marketing responsibilities.

Electronic Communications:

- Oversee the operation, upkeep and security of the Museum's automated marketing platform (Mailchimp), including email list maintenance for General Data Protection Regulation (GDPR) compliance
- Create and distribute e-mails for Museum events and programs and the monthly Museum newsletter
- Manage other ad hoc communications planning and execution; evaluating new forms of or platforms for communicating electronically.

Website and Social Media:

- Oversee content, design, and user experience of the Society's various websites including SRNY, Fraunces Tavern Museum, the General George Washington Society; work with fellow staff members and SRNY committee members to ensure information is updated in a timely manner and serves as an effective marketing tool in accordance with the latest trends in Search Engine Optimization (SEO)
- Oversee the development and maintenance of a robust social media content messaging strategy that increases followers and drives engagement across platforms.

Collateral Materials

- Work with supervising manager and all departments as well as freelance contracted professionals to manage the writing, design, and production of SRNY and Museum collateral including Museum and SRNY brochures and rack cards, membership, exhibition, and specialty tour and event materials including the invitation and program journal for the annual George Washington Birthday Ball.

Advertising:

- Help implement the Museum's digital and print advertising initiatives.
- Maintain the Museum's Google Analytics, and Google Business account; liaise with marketing and advertising consultants to write ad copy and manage the Google Ads account.

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Press and Public Relations:

- Help create media kits for the Museum and exhibitions
- Maintain and update our internal database of press contacts and relationships
- Help manage relationships with press and coordinate press inquiries and attendance at programs and events

Space Rentals/Filming & Photography Requests:

- Assist with sales and management and coordinate staff for day-of execution for all private events/space rentals in the Museum
- Field and process all commercial filming/photography requests in the Museum

Other miscellaneous duties as may be assigned

Desired qualifications and skills for this role include, but are not limited to the following:

- Bachelor's degree, ideally with a relevant concentration (such as business administration, communications, or journalism), or equivalent experience
- One to three years' experience in development and/or events in a fundraising capacity and/or marketing and communications, preferably with a not-for-profit museum, or cultural institution
- Excellent verbal, interpersonal, and writing skills in communicating with donors, the Board of Managers, SRNY and museum members, event attendees, museum visitors, and fellow staff members; acting diplomatically; handling sensitive information confidentially
- Excellent written communication skills, particularly for grants, online content, direct mail, newsletters, press releases and advertising copy that shares compelling stories through a variety of mediums that engage and inspire an audience
- Excellent analytical and project management skills, including knowledge of Google Analytics and other reporting tools
- Graphic design experience with creative eye; understanding of the principals and importance of brand identity
- Familiarity with both national and local marketing, advertising and PR landscapes, including media outlets and vendors
- Desire to develop familiarity with the institutional and governmental donor landscape in the New York City metro area

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- Strong organizational skills with attention to detail; able to work well in a team environment and handle multiple tasks, projects, and priorities effectively and professionally, meeting deadlines
- Excellent computer skills, including knowledge of the Microsoft Office Suite and one or more CRM/donor management systems, Adobe Creative Suite, Photoshop, InDesign, Squarespace, Google Ads, and social media platforms including Facebook, Instagram, YouTube and Twitter
- Desire to develop managing skills by helping manage an intern who reports to your team
- Willingness to work some evenings and patriotic holidays (Washington's Birthday, Memorial Day, Flag Day, Independence Day) for commemorative and fellowship events of the Society
- Knowledge of, interest in and appreciation for American Revolutionary Era history, historic sites, and museums.
- Knowledge of, interest in and appreciation for national and local patriot and hereditary organizations and their members
- Experience in restaurant and/or bar industries

Background concerning Sons of the Revolution in the State of New York and its Fraunces Tavern Museum

The Society of Sons of the RevolutionSM in the State of New York, Inc. has been instituted:

- to perpetuate the memory of those who, in military, naval or civil service, by their acts or counsel, achieved American Independence;
- to promote and assist in the proper celebration of the anniversaries of Washington's Birthday, the Battles of Lexington and Bunker Hill, the Fourth of July, the Capitulations of Saratoga and Yorktown, the Evacuation of New York by the British Army, and other prominent events relating to or connected with the War of the Revolution;
- to collect and secure for preservation the manuscript rolls, records and other documents relating to that War;
- to inspire among the members and their descendants the patriotic spirit of their forefathers;
- to inculcate in the community in general, sentiments of Nationality and respect for the principles for which the patriots of the Revolution contended;
- to assist in the commemorative celebration of other great historical events of National importance;
- to promote social intercourse and the feeling of fellowship among its members.

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SRNY sponsors or participates in numerous patriotic, commemorative and/or historic events through the year. Since 1907, SRNY has furthered its mission by, among other activities, owning and operating Fraunces Tavern Museum, located at 54 Pearl Street in Lower Manhattan. Fraunces Tavern Museum preserves and interprets the history of the American Revolutionary era through public education, through the interpretation and preservation of the Museum's collections, landmarked buildings, and varied public programs that serve the community.

SRNY and its Museum staff work together as one organization, with staff members working on both SRNY and Museum projects, as necessary. Staff members are expected to assist in areas that may be outside their direct areas of responsibility when necessary, such as to provide coverage for other staff members who are on vacation or ill, or to manage special events (such as our annual George Washington Birthday Ball and our Flag Day Parade, Commemoration, and Open House).

The nature of our activities (including owning and operating a Museum) require significant on-site presence for this position. However, we are willing to consider structuring work hours and schedules to accommodate an individual's circumstances or need for scheduling flexibility, if that can be done consistent with performance of a staff member's responsibilities.

Members and supporters of SRNY and its Museum share a common interest in history and the purposes of SRNY and its Museum, but may hold a wide variety of views on contemporary political or social issues. The Constitution of SRNY provides that no question involving the party politics of the day shall be discussed or considered in any meeting, and both SRNY and its Museum are non-political and non-partisan. Accordingly, whatever the personal views of individual employees may be, staff members do not engage in contemporary political or social causes or activities in their capacities as employees of SRNY and its Museum.

(3-2024)

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