



DIRECTOR OF ANNUAL GIVING

ByalaSearch LLC is pleased to announce that our firm has been retained by the 9/11 Memorial & Museum to identify candidates for the position of Director of Annual Giving.

ABOUT THE 9/11 MEMORIAL & MUSEUM

The 9/11 Memorial & Museum is the country's principal institution concerned with exploring 9/11, documenting its impact, and examining its continuing significance. This mission is advanced through commemoration, education, and inspiration. Located on eight of the 16 acres of the World Trade Center site, the 9/11 Memorial & Museum remembers the 2,983 victims killed on September 11, 2001, and February 26, 1993, as well as honors those who risked their lives to save others and all who demonstrated extraordinary compassion in the aftermath of the attacks. Through exhibitions, a wide variety of programs, and commemorative events, the 9/11 Memorial & Museum seeks to educate the public – particularly the 100 million Americans born since the attacks or those too young to remember – about the consequences of terrorism and its impact on individuals and communities. Through preserving and sharing stories of resilience, compassion, and service, the 9/11 Memorial & Museum hopes to inspire individuals to build a more compassionate and secure world.

PRIMARY FUNCTION

Reporting to the Vice President, Museum Membership and Annual Giving, the Director of Annual Giving is a senior Institutional Advancement team member and strategic lead for direct response fundraising at the 9/11 Memorial & Museum. This newly created role is responsible for developing and implementing multi-channel low to mid dollar fundraising campaigns that inspire support for the 9/11 Memorial & Museum's mission to commemorate, educate, inspire, and deepen donor engagement. The ideal



candidate is an experienced, data-driven tactician, as well as passionate and empathetic storyteller who can connect with diverse audiences through compelling messaging rooted in the historical and cultural significance of 9/11.

This position collaborates closely with the Vice President, Museum Membership & Annual Giving and the Director of Museum Membership to grow general operating support and membership revenue. A key, near-term focus is the expansion of a comprehensive digital fundraising initiative tied **to The Never Forget Fund** and the **25th anniversary of the 9/11 attacks**, aimed at increasing donor participation and engagement.

Role and Responsibilities

- Develop and implement a comprehensive, multi-channel annual giving strategy, including direct mail, email, digital, and social media campaigns.
- Collaborate with the VP and Chief Advancement & Communications Officer, as well as others on the Institutional Advancement team to align annual giving with broader institutional goals and comprehensive campaign efforts.
- Contribute to the planning and execution of a high impact 25th anniversary fundraising campaign, leveraging storytelling, commemorative content, and digital engagement.
- Collaborate with the Director of Museum Membership on joint campaign opportunities and member communications.
- Develop strategies to upgrade annual donors into major and planned giving pipelines.
- Coordinate with internal departments to ensure a unified approach to donor and member engagement.



- Manage all direct mail and digital fundraising appeals, including copy development, list segmentation, and performance tracking; manage external consultants for copywriting, design, production, and mailing services.
- Coordinate program-related budgets, contracts, invoices, vendor procurement, and RFPs.

Mission Expectations

- Participate in the Annual 5K Fundraiser and September 11th Commemoration, as assigned.
- Assist with other special projects and events in support of all 9/11 Memorial and Museum, as assigned.

POSITION DESCRIPTION

Ideal Skills and Experience:

- Bachelor's Degree required
- Minimum of 5-7 years of experience in leading an organization's multi-channel direct response program with at least 10,000 donors
- A proven track record of innovative ideas and creative campaigns that have led to demonstrable program growth.
- Strong interpersonal and leadership skills.
- Exceptional time management skills, with the ability to prioritize both short and long-term goals and priorities, while adhering to meaningful deadlines.
- Outstanding communication skills and writing proficiency in the area of program marketing including direct mail.



- Computer proficiency with Microsoft Office and database systems required. Experience with Salesforce CRM, Marketing Cloud, GoFundMe Pro strongly preferred.

Critical Competencies for Success:

- Demonstrated track record of creating data-driven moves management strategies to cultivate, solicit and close gifts and steward donors at the five-figure level and above; strong organizational and relationship management experience.
- Track record of reviewing, recommending, and interpreting an analytics infrastructure to measure campaign effectiveness and donor behavior.
- Ability to work collaboratively across a fundraising department, including membership and major giving, to build processes and communications to steward donors.
- Proven experience managing successful multi-channel annual giving programs, preferably in a nonprofit organization.

Other Characteristics:

The successful candidate will be passionate about the mission of the 9/11 Memorial & Museum and value how fundraising contributes to that mission. The placement will be a seasoned professional, capable of proactively developing and articulating strategies and working in a fast-paced environment, maintaining flexibility and a sense of urgency. The ideal candidate will be organized and entrepreneurial, a self-starter able to work with senior management as well as work within a collaborative team, to enable staff to perform at the highest level to achieve the best possible outcomes. The candidate must possess the maturity, poise, and sophistication to represent the 9/11 Memorial & Museum with sensitivity, passion and authority, communicating the organization's mission and activities, while modeling best practices for a team and managing



complex relationships with a broad pool of current donors. Relationship management abilities, communication skills, project management experience and a collaborative work style are essential to the Director of Annual Giving.

The National September 11 Memorial & Museum (9/11 Memorial & Museum) is an equal opportunity employer. Applicants who meet the qualification requirements of the role will receive consideration without regard to their race, color, religion, sex, sexual orientation, age, national origin, disability, status as a protected veteran, or any other characteristic protected by applicable law. The 9/11 Memorial & Museum endeavors to make reasonable accommodations for applicants with disabilities and other accommodation needs under applicable law. If you are an individual with a legally recognized accommodation need and require assistance during the application process, please contact Ronni Cantor at careers@911memorial.org with your specific accommodation request.

The 9/11 Memorial & Museum is committed to an organizational culture that supports and reinforces our institutional values including our commitment to inclusive representation. We are committed to reflecting the unique experiences of the nearly 3,000 victims who were killed indiscriminately in the 1993 and 2001 terrorist attacks and the wider communities impacted in lower Manhattan, at the Pentagon, and near Shanksville, PA.

COMPENSATION

This is a full-time exempt position available immediately, with a salary range of \$115,000 – \$120,000.



WORK ENVIRONMENT

Hybrid with three days per week in office. Wednesdays required.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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