



AMERICAN MUSEUM OF FLY FISHING

High-level Membership Job Description

The American Museum of Fly Fishing (AMFF) is looking for someone to lead our membership and performance marketing initiatives. Based in Manchester, Vermont, AMFF is the steward of the history, traditions, and practices of the sport of fly fishing.

The team is small but mighty and the role demands someone who is equally capable of providing both strategy and execution. The future success of the museum hinges on our ability to drive significant increases in membership, while developing ongoing member tiered programming and benefits to ensure both engagement of the member base and retention of our members through annual renewals.

The goal is simply to ensure all initiatives drive value for members and are effective at acquiring new members.

The candidate's ideal background is someone who knows how to get a lot accomplished with limited resources, knows the ins and outs of performance marketing, and has experience with member-based marketing for passion-based brands and/or organizations.

We're looking for a team player who is capable of:

- working with our existing team to assess current ideas
- generating new ideas
- navigating steadfast ways of working while introducing new and more effective ways of accomplishing our goals quickly and effectively

Ideally the right person is a fly fisher, but what's most important is that we find someone who understands and embraces the profound impact fly fishing has on those who choose to pursue it as a part of their lives. This is a role for someone who knows how to translate passion and purpose into strategies and executions that deliver immediately measurable results.

The organization is committed to this initiative as being the most important singular focus for the years ahead and the team is ready to embrace and support the right person for the role.

Please email letter of interest, resume, and references to Sarah Foster, AMFF Executive Director, at sfoster@amff.org. To learn more: www.amff.org.