Position: Membership Manager
Reports to: Director of Donor and Member Engagement
Status: Exempt

POSITION SUMMARY
The Membership Manager elevates the membership experience through targeted programming, outreach, and communications. Primary responsibilities for the Membership Manager include membership appeal writing based upon key Selby Gardens’ messages, execution of membership engagement activities, and member concierge experience. This role provides the opportunity for the right candidate to introduce people to Selby Gardens and encourage them to deepen their engagement as time passes.

ESSENTIAL DUTIES AND RESPONSIBILITIES
Responsibilities include, but are not limited to the following:

• Design and implement a comprehensive membership engagement strategy which includes acquisition, retention as well as upgrade campaigns to increase the membership base and build donor loyalty. Utilize membership database (Altru) to track membership trends and to leverage data to drive strategy and develop benefit fulfillment.

• Create fulfillment materials, including renewal letters and membership cards. Work with the mail house to ensure accurate and timely fulfillment of membership materials, renewals, and mailings. Provide high level member concierge service and maintain high levels of member satisfaction.

• Generate giving reports, acknowledgement letters and gift transmittal forms.

• Manage memorial brick/bench/tree sales, fulfillment, and recognition.

• Collaborate with a cross-functional team to execute membership events, as well as partner with the Guest Services team to ensure that frontline staff is knowledgeable, trained, and capable of acquiring and renewing visitors and members.

• Supervise the Membership Coordinator.

• Represent Selby Gardens at member engagement, donor stewardship, and fundraising events.

• Fulfill other duties as assigned to advance Selby Gardens’ vision and achieve mission.
EDUCATION AND EXPERIENCE

- Bachelor’s degree in a related field preferred
- 3 years of progressive community engagement experience
- 2 years of operations/team management and supervisory experience
- Proven program management experience in a non-profit environment
- Proven experience creating and executing mission minded engagement programming
- Demonstrated success in fundraising and/or membership development
- Experience in developing and managing budgets

QUALIFICATIONS

- Excellent written and verbal communication skills
- Proficiency in Microsoft Office, google applications, and database applications
- Flexible, responsive, and able to manage diverse priorities
- A proactive worker who has excellent interpersonal and communication skills
- Management professional who pays attention to both detail and bigger picture goals

EXCELLENT INDICATORS OF A SUCCESSFUL SELBY GARDENS TEAM MEMBER INCLUDE:

- Strong work ethic
- Continuous and eager learner
- Actively lives and communicates the mission of Selby Gardens
- Passion to deliver exceptional service to internal and external customers through attention to detail and innovative methods of saying “thank you”
- Regularly offer innovative approaches to old concepts
- Flexibility and ability to switch gears when needed
- Resourceful, creative, and an initiative taker
- Assumes the best of others
- Approachable, kind, and compassionate
- Genuine authenticity