



## Manager of Membership Programs

**Department:** Development

**Supervisor:** V.P. of Institutional Advancement

**Supervises:** Membership Coordinator(s)

**FLSA Salary Classification:** Full-Time

**Availability:** Ability to work a flexible schedule, occasional extended work hours, including evenings, weekends and holidays.

**General Summary:** Lead the Garden's membership program by developing effective annual and long-term strategies. Key priorities include acquisition, retention, upgrade, and stewardship of members to build the donor pipeline. Oversight and strategic leadership of member research, modeling, and segmentation to maximize success. Manage membership staff to effectively integrate program area with overall development and institutional goals. Serve as a member of the development team. Serve as an advocate for a culture of philanthropy that supports the best interests of the organization as well as the donors. Supports the mission of the Garden.

### Essential Duties:

- With the Vice President of Institutional Advancement, set and achieve revenue and strategic plan goals for membership to meet overall institutional revenue objectives and to build the pipeline of donors.
- Implement new member acquisition strategies including, but not limited to, direct mail, online, and onsite sales.
- Oversee and direct retention and upgrade strategies through multiple channels of giving and in coordination with annual giving program.
- Oversee market research and surveying to enhance member audience growth and engagement.
- Manage a membership modeling and segmentation program to achieve maximum giving and engagement to build donor pipeline.
- Serve as lead on content management and development for member/volunteer communications projects working in partnership with the marketing and communications staff and program staff.
- Support campaign initiatives as required to meet overall program and institutional objectives with specific support during public campaign phase.
- Manage regular reporting to demonstrate progress toward goals, identify any areas of concerns, and revise strategies as needed to achieve year-end goals.
- Supervise the Membership Coordinator(s). Duties include recruitment and selection, scheduling and job assignments, performance feedback, and staff development and training in keeping with the Garden's policies and procedures.
- Other job duties as assigned.



**Qualifications:** Bachelor's degree required. 5+ years of professional experience in membership, or related program, including staff management experience required. Market research and data modeling experience preferred. Excellent verbal and written communication skills required. Experience and ability to interpret data for financial reporting and analysis. Must be proficient with Microsoft Office Suite, and have experience using database systems, with prior experience using Altru software strongly preferred.

**Success Factors:** Customer service-oriented individual who enjoys working with the public, is able to relate effectively with a diverse donor population, and motivate individuals to become Garden members and donors. Independent thinker who works well with others, a proactive leader who accepts challenges and responsibilities, who makes things happen on a timely basis, and is energetic and self-motivated. Ability to serve as a key liaison and advocate for all members and donors internally and externally. Strong organizational skills with the ability to collaborate with program areas across the Garden. Ability to identify potential challenges ahead of time to ensure pro-active problem-solving. Ability to work under pressure, manage multiple priorities, and to meet multiple deadlines. A commitment to, and ability to effectively convey, the Garden's mission of connecting people with plants with genuine passion, and the willingness to continually learn about the programs and mission. Embraces the Garden's core values.

**Physical Demands and Work Environment:** The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- **Physical Demands:** Requires some physical activity: limited lifting and carrying (up to 10 lbs.), and occasional travel around the Garden campus and locally.
- **Work Environment:** Fast-paced office environment. Work is performed primarily performed indoors with an occasional outdoors work for events.
- **Equipment:** General office equipment, Garden golf cart.

*Job descriptions are guidelines that attempt to characterize major duties and responsibilities of employees, and are subject to change as needs and programs change. At Huntsville Botanical Garden they are considered neither inclusive nor exclusive. It is expected that up to 20% of your duties may change annually.*