

MEMBERSHIP MANAGER

| Position Title | Department | Reports to |
|---|--|-------------------|
| Membership Manager | Advancement | VP of Advancement |
| Employment Status | FLSA Status | Effective Date |
| <input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time | <input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt | September 2019 |

POSITION SUMMARY

The Membership Manager is a valuable member of the Long Center team. This individual will be responsible for working collaboratively with the Advancement team to manage the Long Center membership program and develop strategies to grow and sustain the support of the Long Center's annual member and donor communities. This position is responsible for continuing current and developing new, creative, mission-focused benefits and events for Long Center members.

We're seeking a marketing and revenue development professional who is excited about the opportunity to grow the Long Center's membership community. This is a person who is equally skilled at managing marketing programs and building relationships with constituents. This is a person who has excellent communications skills, is a self-starter, and has meticulous attention to detail in the completion of tasks. This person will need to have the ability to multi-task effectively in a fast-paced environment and is flexible—happy to work autonomously or on a team in an organization of tremendously talented people.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Developing and implementing cultivation, solicitation, and stewardship strategies for members and mid-level program donors who have the capacity to transition to the major gifts program, including the year-end appeal
- In collaboration with Marketing, generating materials that communicate the organization's values and culture to current and prospective members, develop communications and outreach plans to enhance member involvement, and help enrich the experience throughout the entire membership lifecycle
- Coordinating all membership collateral, including mailings, emails, e-blasts, phone calls, renewals, acknowledgements, and premiums
- Cultivating new members through strategic solicitations, event follow-up, and acquisition appeals
- Developing robust membership activities and member engagement at Long Center events to promote and build awareness of the Long Center and its programs
- Driving continuous creativity across all channels to grow membership against all segments



- Deliver exceptional member experiences, including developing and managing benefits and ensuring timely and professional fulfillment of benefits.
- Collecting, reviewing, and analyzing all membership analytics to report upon and improve ability to achieve results, substantiate progress against the membership goals, and measure outcomes
- Manage membership via the Long Center's CRM
- Oversee the day to day management and execution of membership operations, including ensuring timely delivery of renewal invoices and member notices and communications around the renewal process

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

Required Qualifications:

- 5-7 years of progressive experience working with member and donor groups
- Knowledge of fundraising strategies and track record of achieving financial goals
- Experience creating membership experiences and events
- Experience with outreach and marketing programs to deliver measurable results
- Experience working directly with members and donors
- Experience with a customer relationship management software

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum



levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Reviewed with employee by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

Received and accepted by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.