



SENIOR MEMBERSHIP COORDINATOR

JOB DESCRIPTION

Department: Membership
Reports to: Senior Business Manager
Date: November 2019
FLSA Code: Exempt

Location: San Francisco
Status: Full Time
Hours: 40 Hours,
weekends and evenings as needed

JOB FUNCTION:

The Senior Membership Coordinator is responsible for overseeing the museum's membership program. Activities associated with this role include managing special initiatives and campaigns to generate and steward income for the museum, fostering the membership community, actively participating in and supporting the activities and work of the museum, and encouraging member loyalty and upgraded levels of investment. The Senior Membership Coordinator is the primary liaison between individual members and the museum and a key liaison with donors. The Senior Membership Coordinator must be a skilled communicator with the ability to provide outstanding customer service and project a professional company image through in-person and phone interaction.

DUTIES AND RESPONSIBILITIES:

- In concert with Senior Business Manager, develop and implement programs to attract and retain members of the Museum.
- Create and maintain positive relationships with existing and prospective members.
- Interface with the membership community directly, providing responsive customer service and proactive stewardship of members' relationships with the museum.
- Review and manage membership levels and benefits, to meet benchmarks of best practices for cultural, arts and recreational organizations.
- In coordination with the Senior Business Manager and other leadership staff, design and manage programs, incentives and activities to recognize and incentivize member loyalty and upgraded levels of membership to build a stable base of support while also fostering a pipeline of individual donors and top level members.
- Work with Senior Leadership to coordinate membership levels and benefits between individual and corporate membership programs.
- Cross-train Guest Services staff on membership.
- Responsible for educating Guest Experience staff about membership benefits, programs, and membership sales techniques.
- Work with the Guest Experience staff to input and respond to all membership inquiries in a timely manner.
- Work with the Marketing & Communications Department on the planning and production of printed and electronic materials associated with membership, including, but not limited to,

renewal appeals, magazines, newsletters, sales brochures, applications, membership cards, invitations to events, etc.

- Provide detailed weekly membership reports to Senior Business Manager.
- Maintain updated membership data and reports in CRM and Galaxy that include addresses, emails, membership categories, and other necessary information.
- Assist senior staff with logging and tracking significant development in the museum's CRM system.
- Prepare and manage on-going renewal campaigns to maximize retention of membership base.
- Process new and renewal applications of membership in a timely and accurate manner.
- Under the guidance of the Senior Business Manager, prepare and distribute program updates in a variety of communication.
- Attend in-house and off-site events to promote the museum and its membership programs.
- Field, evaluate, and respond to requests for donations from the museum to other non-profit organizations (e.g.* requests for donations of tickets for silent auctions and raffles).
- Assist with the management of employees, interns, and/or volunteers as assigned.
- Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Superior written and oral communication and organization skills.
- Excellent customer service and interpersonal skills to communicate with members.
- Ability to demonstrate discretion and consistent, professional behavior when working with celebrity, community, and industry leaders.
- Team player that motivates and educates other team members.
- Able to work in a fast-paced environment with demonstrated ability to juggle multiple competing tasks and demands.
- Prior experience with program and special event coordination preferred.
- Ability to quickly and efficiently solve problems.
- Must be able to work evenings, weekend, and holidays.

EDUCATION AND EXPERIENCE:

- Two years prior experience in a similar role
- Previous sales and/or coordination of a membership program
- Must have knowledge of a variety of computer software applications in CRM, word processing, spreadsheets, database, presentation software (Outlook, MSWord, Excel, Access, PowerPoint), P.O.S., ticketing, on-line sales software.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Physical requirements include stooping, kneeling, bending, standing, squatting/crouching, crawling, pushing/pulling, and reaching above the shoulders and lifting of up to 25 lbs. Work may require weekends and/or evenings.