

Job Description**Job Title:** Membership Manager**FLSA Status:** Non-Exempt**Reports to:** Vice President Development**Work Schedule:** Full Time; occasional evenings and weekends**Approved by:****Date Approved:**

The below is not intended to be all-inclusive but rather to provide examples. The below is subject to change without prior notification.

About Park Management Company

Park Management Company is a 501(c)3 nonprofit organization managing the Myriad Gardens Foundation and Scissortail Park Foundation.

Myriad Botanical Gardens provides 15 acres of ornamental gardens and grounds in the heart of downtown Oklahoma City. Visitors can enjoy the Inasmuch Foundation Crystal Bridge Conservatory, shade gardens, a Children's Garden, a diverse collection of ornamental flowering perennials and grasses, an off-leash dog park, and a seasonal ice rink. The Gardens host seasonal activities and events such as horticultural displays, concerts, movies, classes, and more.

Scissortail Park is a 70-acre public space featuring engaging experiences for visitors, including ornamental gardens and woodlands, a 3.7-acre lake, children's playground and nature play area, interactive water fountains, seasonal roller rink, sports courts, picnic grove, restaurant, performance stage, and grate lawn.

Summary:

This position will focus on shaping the membership program of Myriad Botanical Gardens and Scissortail Park with various offerings to individuals, businesses, and corporations. This position directs the strategies and implementation of a comprehensive multi-channel membership program that focuses on the growth of new members, retention of current members, re-enrolling lapsed members, upgrading membership categories, and feeding the pipeline for various donor opportunities. This position works closely with departments across the organization to strengthen member engagement and move them along the continuum of giving.

Essential Duties & Responsibilities:

- Produce and manage printed and electronic communications, ensuring timely production and mailing, as well as mission-driven, engaging messages to members.
- Coordinate multi-channel direct marketing campaigns, integrating direct mail, emails, and MGB/SP webpages, as well as supporting multichannel renewal and upgrade programs.
- Ensure excellent customer service to the membership base, in partnership with the Vice President of Development, via telephone, email, mail, and in person.
- Ensure accurate data entry into the donor/membership software program.
- Research member contact information when mail is returned as undeliverable and update the donor database in a timely fashion.
- Work with the Marketing and Communications team to receive the National Change of Address updates after large mailings, then update records as appropriate.

- Design and implement a comprehensive membership program that supports new and existing membership initiatives for the acquisition of new members, the renewal of current members, and the return of lapsed members.
- Implement best strategies in stewardship, renewal, and upgrading of current members, acquiring new members, and visitor conversion.
- Design and implement corporate member strategies and follow up with appropriate correspondence, including welcome packages and renewals.
- Design and implement membership events.
- Design and implement partnerships for membership benefits, including local retail shops, restaurants, and monthly reciprocal programs.
- Manage membership materials inventory.
- Fulfill membership benefits.
- Evaluate the effectiveness of current membership program services, benefits, and policies relating to the retention and acquisition of members regularly.
- Write and refresh member renewal letters, acknowledgments, and welcome series regularly.
- Write and prepare content for appeals, renewals, welcome packages, and regular member communications.
- Train Guest Service Representatives on practical techniques to sell memberships.
- Generate reports to measure the results of campaigns and overall membership retention and growth. Monitor progress towards revenue goals.
- Play an active role in the larger Development team to strategize new ways to increase revenue for the Garden and Park.
- Maintain strong institutional relationships across the Gardena and Park to ensure the success of shared project goals.
- Some evenings and weekends are required

Education and/or Experience

- Bachelor's degree or equivalent professional experience.
- At least one year of marketing, membership, advertising, or relevant experience.

Computer Equipment and Software Requirements

- Intermediate understanding of Microsoft Office products, especially Word and Excel.
- Intermediate understanding of mail merge process.
- Use of donor database(s) preferred.
- Experience with standard office equipment.

Certificates, Licenses, Registrations

- Valid Oklahoma Driver's License

Skills and Abilities Required

- Proven record of marketing or sales experience.
- Knowledge of the membership cycle.
- Demonstrate the ability to write to various audiences.
- Excellent organizational and project management skills; must meet deadlines.
- Excellent interpersonal and communication skills -written and verbal – with internal and external audiences.
- Proven ability to effectively articulate clear and compelling written messages.

- Ability to understand and utilize fundraising databases, software, and Internet search engines to identify funding prospects.
- Ability to multi-task in a fast-paced environment with changing priorities.
- Ability to manage confidential and proprietary information with discretion.
- Strong commitment to teamwork.

Work Environment

Must be able to work both indoors and outdoors. Some locations visited while executing job duties may not be wheelchair accessible; some time may be spent outside. Must be able to work occasional nights and weekends.

Physical Requirements

- Must be able to sit for extended periods.
- Must be able to bend, stoop and lift on occasion.
- Must be able to climb stairs.
- Must be able to walk from the office building to the Garden and/or Park facility.

The qualifications, physical demands, and work environment described herein are representative of those an employee will encounter and must meet to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. 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.

Equal Opportunity Employer: Employer does not discriminate against any employee or job applicant because of race, color, religion, national origin, sex, physical or mental disability, or age.

I acknowledge that I have read and understand this job description.

Employee signature

Date

Interested candidates should send their cover letter and resume to careers@myriadgardens.org.