ABOUT THE SAN ANTONIO BOTANICAL GARDEN
For nearly 40 years, the San Antonio Botanical Garden (Garden) has inspired people to connect with the plant world and understand the importance of plants in our lives. Recognized nationally for commitment to outstanding displays, botanical diversity, education, environmental stewardship, and experiences that connect people to the natural world, the Garden is a top San Antonio attraction that serves as a museum of plants, a tranquil escape, a living classroom, a research and conservation facility, and entertainment venue where art, architecture, music, and theater experiences come to life for more than 160,000 annual visitors. The Garden features 38 acres of nature space located deep in the heart of San Antonio. For more information, visit www.sabot.org.

SUMMARY OF RESPONSIBILITIES
Focusing on audience engagement and one of the key revenue sources for the Garden; this position will focus on shaping the membership program with various ticket offerings for individuals, businesses, and corporations. This position directs the strategies and implementation of a comprehensive multi-channel membership program focused on growth of new members, retention of current members, re-enrolling lapsed members, upgrading of membership categories, and feeding the pipeline for a variety of donor opportunities. This position will work closely with a variety of Garden departments, specifically guest services, the events team, and other members of the development team; along with Garden volunteers to strengthen member engagement and move them along the continuum of giving.

Essential Duties and Responsibilities
Specifically, the Membership Manager will:

- 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 new corporate member strategies and follow up with appropriate correspondence including welcome packages and renewals.
• Design and implement membership events, including exhibition openings, Garden programs, and members-only events.
• Evaluate effectiveness of current membership program services, benefits, and policies, relating to retention and acquisition of members on a regular basis. Recommend, design, and implement changes to improve effectiveness and efficiency.
• Write and refresh member renewal letters, acknowledgements, and welcome series regularly.
• Write and prepare content for appeals, renewals, welcome packages, and regular member communications.
• Some evenings and weekends required.

Collaboration
• Work collaboratively with communications and marketing staff to appropriately create and integrate membership messaging in publications, website, and collateral materials. Implement promotions, partnerships, and communications that promote membership experience and enhance visitor conversion.
• Work with the volunteer coordinator to train and schedule volunteers for member sales during major events and busy weekends.
• Work closely with development team to identify and upgrade general members to higher levels of annual giving.
• Generate reports to measure results of campaigns, and overall membership retention and growth. Monitor progress towards revenue goal and provide reports for senior leadership.
• Measure and track membership progress monthly and report to the Director of Development.
• Prepare and monitor membership revenue and expense budgets.
• Assist with gift and acknowledgement processes when volume of membership gifts requires it.

STATUS AND SCOPE
The Membership Manager is the primary representative of the Garden’s membership program. The Membership Manager must enjoy working with the public and is expected to provide excellent customer service to all members. This creative individual will design innovative initiatives for members and is expected to work some evenings and weekends. The Membership Manager will have demonstrated leadership skills with exemplary customer service, diplomacy, a positive attitude, flexibility, conscientiousness, integrity and energy to work effectively with highly motivated volunteers and staff to significantly increase San Antonio Botanical Garden member households.

QUALIFICATIONS
Education: A four-year college degree.
• Experience: A well rounded nonprofit professional with 3-5 years of comprehensive membership experience, a sales background, or a skilled fundraising professional with strong donor acquisition and retention experience.

Knowledge, Skills and Abilities:
• A professional who understands how a strong membership program is an integral part of an organization’s culture of philanthropy.
• Strong organizational skills, self-motivation, and attention to detail.
• Creativity in reaching potential members and connecting with existing members.
• Experience working in donor databases; experience in Altru is preferred.
• Experience working with mail-houses, the bulk mail unit as well as printers and graphic designers.
• Ability to work alone or with groups of diverse individuals with varying ideas and personalities.
• Extraordinary communication skills, written and verbal, and the ability to advocate for connecting people to the plant world through experience, education, and research.
• Strategic thinking and creative approaches to problem-solving, linked to practical and effective implementation.
• A strong work ethic, ability to maintain and model high personal, ethical and professional standards, as well as an outgoing and positive personality. A sense of humor and perspective.

CONFIDENTIALITY
The Membership Manager will be privy to confidential information and must ensure that information is dealt with in the strictest of confidence and discretion.

COMPENSATION
Compensation will be commensurate with the qualifications and experience of the individual.

APPLICATION INSTRUCTIONS
To apply, email a cover letter and resume to employment@sabot.org. Please add in the email subject line Membership Manager.

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 the San Antonio Botanical Garden, they are considered neither inclusive nor exclusive.

The San Antonio Botanical Garden is an Equal Opportunity Employer