

MEMBERSHIP COORDINATOR

Position Duties and Responsibilities

The Wenatchee Valley Museum & Cultural Center (WVMCC) fosters dynamic connections to the history, cultural traditions and arts of the Wenatchee Valley. As a mid-size museum, the WVMCC is a vital hub for creating community connections with our region's unique heritage and arts through creative, interdisciplinary programs, exhibits, and publications.

A key position with the Museum, the Membership Coordinator is the primary representative of the Museum's Membership Program and must enjoy working with the public. The Membership Coordinator is responsible for overseeing the entirety of the Membership Program, including reporting and analysis, strategy and traffic management for membership efforts, and overall data management. This position is responsible for ensuring accurate and timely fulfillment of gift processing, acknowledgements, and member requests. This position oversees a full slate of annual membership, educational, development and stewardship events and works collaboratively with the Director of Development & Communications and Outreach & Public Relations Coordinator in the development and implementation of a comprehensive strategy for special events, membership, and outreach. In addition, this role works with the Museum's marketing and outreach team, development team, leadership, curators, and education team to develop, cultivate and manage relationships with the community.

Reporting to the Director of Development & Communications, the Membership Coordinator has the following responsibilities:

MEMBERSHIP, DATABASE & EVENT MANAGEMENT:

- Implements best practices and strategies in stewardship, renewal and upgrading of current and lapsed members; acquires new members and leads visitor conversion; increases annual fund gifts from members.
- Evaluates effectiveness of current individual/household and business Membership Program services, benefits, and policies, relating to retention and acquisition of members on a regular basis. Recommends, designs, and implements changes to improve effectiveness and efficiency.
- Develops and directs strategies driving integrated mail, on-line and telephone campaigns to acquire, upgrade, and renew members and donors. Maintains schedule of solicitations and cultivations, including timely delivery of strategy, creative, and data files.
- Serves as primary representative of the Membership Program on a daily basis and at events.
- Handles questions from members in-person, via phone calls and through email.
- Plans, collaborates and executes the logistics of a slate of annual membership, educational, and donor development and stewardship events held during the day, evenings, and on weekends.
- Generates reports to measure results of membership campaigns, and overall membership retention and growth. Monitors progress towards revenue goals and provides reports for leadership and the Board of Directors.
- Maintains and updates reports of fundraising activities and results, assists with appeals, oversees complex mail merges and incoming donations.
- Runs detailed queries as requested by other employees for specific needs.
- Looks for new ways to streamline database performance and improve customer interaction with the database including membership, donations, program, and event purchases.

- Partners with the Marketing, Communications & Outreach team to support the implementation, promotion, and communication of robust annual programming, helps create membership collateral, and supports Museum's online social media and website presence.

OTHER DUTIES AND RESPONSIBILITIES:

- Help cover the front desk when needed, assist front desk workers with database and membership questions and training.
- Willing to support the Museum team in other ways as needed.

Qualifications:

- Passionate about the Museum's vision and mission;
- At least 2 years' experience developing, implementing, and evaluating membership and/or donor programs in a museum, non-profit or similar setting;
- Proficiency in Word, Excel, and experience managing membership, donor and/or CRM databases
 - Knowledge and experience in Altru and Blackbaud systems preferred.
 - Basic graphic design experience preferred.
 - Website and social media experience desired.
- Ability to multitask and meet deadlines in a fast-paced working environment;
- Excellent organizational, communication, and interpersonal skills;
- Strong collaborative skills and the ability to be creative and think critically;
- Able to relate effectively with people of various backgrounds, levels of education, and experiences;
- Proven ability to communicate complex ideas with a wide range of peoples and communities;
- Available to work a flexible schedule with some evenings and weekends as needed;
- College degree in a related field is desired.
- Bilingual desired.

Please email (in PDF or Word format) your resume, letter of interest describing why are you interested in this position and how your experience meets the needs of the position, and contact information for three professional references to Kristin Lodge, Director of Development & Communications, at: klodge@wvmcc.org. Please use the subject heading: Membership Coordinator. Please no telephone inquiries. For optimal consideration, please submit application by May 18, 2019. Review of resumes will continue until the position is filled. All applications submitted will be treated with confidentiality. The ideal start date is late May/early June 2019.

This is a 32 hrs./week position, with an hourly range of \$18-\$21/hr. Salary is dependent on experience and qualifications. Museum benefits for this position include paid time off (vacation/sick/holiday), a health care stipend, and opportunities for professional development.

The Wenatchee Valley Museum & Cultural Center is committed to creating a diverse environment and is an equal opportunity and at will employer. All qualified applications will receive

consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.

Conditions of Employment

Employment at WVMCC is contingent on the verification of background information submitted by the applicant, including the completion of a criminal record check, and education when applicable.