

POSITION DESCRIPTION



POSITION TITLE: Membership Coordinator

UPDATED: August 2024

SUPERVISOR'S TITLE: Director of Philanthropy and
Community Relations

FLSA Status: Nonexempt

PURPOSE

The Membership Coordinator serves in the zoo's philanthropic Development Department. This position is responsible for the strategic planning and daily management of the zoo's membership program and oversees membership strategy, sales, and benefit fulfillment. The Membership Coordinator also assists with membership budgets, stewardship, and additional donor relations areas/events. This position should have a passion for the zoo's mission and a flexible schedule to include evenings and weekends as needed to support donor events and donor relations activities, as well as other functions as directed by the Director of Philanthropy and Community Relations. This position also contributes to positive guest experiences and performs other duties as required.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL FUNCTIONS

- ▶ Creates and executes an annual membership and communications plan with key objectives, performance indicators, goals for member retention and growth, and a calendar timeline of activities.
- ▶ Collaborates with the Director and marketing team on overall branding, messaging, and social media strategy for the membership function.
- ▶ Collaborates with the marketing, guest services, and operations team as needed to share content and carry out benefits featured in the annual membership & communications plan
- ▶ Builds scheduled programs, SKUs, etc. into the zoo's POS system as needed for member-related programs, specials, or activities.
- ▶ Maintains thorough knowledge of the software and hardware used for the membership functions at the front gate and back office, serving as an additional resource for troubleshooting issues as needed.
- ▶ Maintains membership database of over 15,000 annual household members.
- ▶ Creates professional communications for members for various channels including mail, email, and social media.
- ▶ Communicates regularly and professionally with Zoo Members.
- ▶ Creates and maintains SOPs for the membership function, collaborating with other departments to design these documents and carry out member-related transactions.
- ▶ Participates as needed in the daily processing of membership purchases and renewals to ensure accuracy and timeliness. Handles all back-office communication with members.
- ▶ Evaluates and suggests changes to membership procedures, including outreach, benefits, pricing, database, forms, and reports.
- ▶ Arranges special tours, luncheons, etc. for members who receive these benefits through their membership package.
- ▶ Supports the zoo's commitment to continued growth of diversity, equity, access, inclusion, and belonging for zoo team members, volunteers, guests, and supporters.
- ▶ Assists with special projects and helps other zoo employees as needed.
- ▶ Actively contributes to positive guest experiences.

EDUCATION AND/OR EXPERIENCE

To perform this job successfully, an individual must have the following education and/or experience.

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This description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

- ▶▶ High school diploma or GED is required.
- ▶▶ Three years in membership, event planning, hospitality, project management, sponsorship, or other donors relations work is required.
- ▶▶ A bachelor's degree hospitality, communications, marketing, nonprofit management, or related field is preferred.
- ▶▶ Experience with Blackbaud Altru, Xtrulink, GiveSmart, Constant Contact, Canva, or other CRM and graphic design software is preferred.
- ▶▶ Valid driver's license is preferred.
- ▶▶ Must be at least 21 years of age.

KNOWLEDGE, SKILLS, AND ABILITIES

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- ▶▶ Knowledge of membership programs and best practices, key performance indicators, segmentation, package testing, and related tools to measure growth.
- ▶▶ Knowledge of strategic planning, budgeting, program analysis, and benchmarking.
- ▶▶ Ability to work individually and in teams.
- ▶▶ Ability to professionally and effectively communicate with others orally and through written correspondence.
- ▶▶ Ability to troubleshoot, analyze situations, and make sound business decisions.
- ▶▶ Ability to make independent decisions and manage time effectively.
- ▶▶ Knowledge of Microsoft Office software.
- ▶▶ Strong organizational skills.
- ▶▶ Knowledge of general office procedures and practices.
- ▶▶ Knowledge of correct grammatical usage, punctuation, etc.
- ▶▶ Ability to create and manage budgets.
- ▶▶ Ability to work a flexible schedule as needed for special events or activities on evenings or weekends.
- ▶▶ Ability to handle confidential information.
- ▶▶ Ability to understand and follow all safety regulations.
- ▶▶ Ability to handle multiple tasks simultaneously.
- ▶▶ Ability to arrive to work on time and maintain a positive attendance record.
- ▶▶ Ability to serve in every respect and at all times as a goodwill ambassador for the Fort Wayne Zoological Society and the Fort Wayne Children's Zoo in contacts with zoo visitors and the general public.
- ▶▶ Ability to deal tactfully and politely with guest questions and misbehavior.
- ▶▶ Excellent communication skills to establish and maintain effective working relationships with staff, volunteers, partners, and/or the public.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- ▶▶ Ability to operate office equipment, including computers, copiers, fax machines, and phones.
- ▶▶ Ability to professionally and appropriately interact and communicate with others, both in person and through phone, email, and written correspondence.
- ▶▶ Ability to regularly travel to assigned areas several times per day and efficiently enter all assigned areas.
- ▶▶ Ability to negotiate a confined workspace while working with one or more coworkers.
- ▶▶ Ability to read reports, receipts, and other statements; and ability to properly handle currency.
- ▶▶ Ability to properly lift and carry items up to 25 pounds.
- ▶▶ Ability to stand and sit for periods of time and to move intermittently throughout the workday.
- ▶▶ Good speaking and listening skills.
- ▶▶ Ability to perform focused work with close attention to detail.
- ▶▶ Ability to work both indoors and outdoors, with exposure to extreme temperatures and inclement

weather conditions; the environment may include wet, icy, or muddy conditions.

- » This position may include exposure to hazardous materials, fumes/odors, dirt, and dust.
- » This position may include exposure to potentially dangerous or venomous animals.
- » This position may include exposure to zoonotic diseases.
- » This position may include exposure to noxious native plants.
- » This position may include exposure to native biting insects and arthropods.