



MEMBERSHIP SPECIALIST POSITION DESCRIPTION

DEPARTMENT: Development
IMMEDIATE SUPERVISORS: Chief Development Officer
STATUS: Non-Exempt – Full time
HOURS: 40 HRS. /WEEK

THIS POSITION SUPERVISES THE FOLLOWING STAFF: NA

POSITION PURPOSE:

As the Membership Specialist, this position is responsible for engaging MOSH members, donors and prospective members of MOSH to increase the number of people who support the Museum as members, at all levels. This position will also support the development department with database updates, donor tracking and administrative support.

The Membership Specialist will work closely with the Development Department and the Visitor Engagement Department, as well as the Museum's Marketing Director to ensure that patrons are educated, updated, and moved to action in becoming members at MOSH.

DUTIES AND RESPONSIBILITIES:

- Responsible for all matters membership related at MOSH.
- Manage the annual Membership budget, including revenue goal setting and quarterly review of both income and expenses.
- Coordinate membership initiatives with all departments.
- Plan, design and execute all member events and daily benefits.
- Establishes the overall strategy and the annual calendar of membership events and programs.
- Establishes the strategy and timeline for all membership touchpoints and email communications including acquisitions, renewals, upgrades, invitations, general communications.
- Attend community outreaches scheduled by the VP of Visitor Engagement in order to promote memberships and engage with the public.
- Responsible for up-to-date maintenance of Museum's database (ACME) including input of records, list pulls, tracking member demographics, creating reports and helping train staff (working closely with Visitor Engagement & Chief Development Officer).
- Maintain Museum records, digital cards and information distribution daily.
- Assist Visitor Engagement team in the sales and promotion of MOSH Memberships.

Specific Responsibilities:

- Responsible for creating and implementing an internal direct mail and online package appeal for membership acquisition and upgrades.
- Administer systems for maintaining and building the individual membership programs, including membership levels, acquisition, renewal, and upgrade.
- Draft all membership materials for approval, including thank you letters, renewals, web content, emails, appeals and special marketing materials as needed.
- Responsible for coordination with Marketing Director regarding Museum's internet publications, membership materials for events and any other marketing needs.
- Coordinate the Museum's efforts to promote and increase membership on site at the Museum, as well as through community outreach, special events and member events.
- Works as a team member on a wide range of fundraising and engagement strategies for members and donors.
- Works to expand Museum outreach efforts with the community engagement programs.
- Work with Chief Development Officer and development team on annual membership drives and MOSH's annual giving campaign.
- Input constituent and donor data into Salesforce and ACME
- Create and maintain giving, tracking and acknowledgement reports for the development department.
- Other duties as assigned.

Qualifications

- Bachelor's degree preferred.
- Proven membership development/fundraising track record in the non-profit field preferred.
- Direct experience in building and maintaining a membership program preferred.
- Proficiency in ACME or similar database management system preferred.
- Proven ability to work on a variety of projects simultaneously, strong project management skills, and attention to detail.
- Demonstrated literacy in MS Word, Excel & Outlook.
- Strong writing, editing and communications skills.
- Vision, creativity and an entrepreneurial spirit, combined with strong project management, organizational and communication skills are important in this position.

TIME COMMITMENTS

Hours may be determined upon hire. Some evenings and weekends may be required.

DISCLAIMER

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.