

BUFFALO SOCIETY OF NATURAL SCIENCES POSITION DESCRIPTION
Membership Manager

Inspiring Curiosity through Exploration
Valuing Nature's Wisdom

Department: External Relations

Position Title: Membership Manager

Primary Reporting Responsibility: Director of External Relations

Status: Full Time/Non-Exempt

Overview: At the Buffalo Society of Natural Sciences, we believe that science creates opportunities and shapes our world. We take pride in providing an environment that inspires curiosity, self-directed learning, and fun for our guests of all ages. We know that when you mix GREAT SERVICE with GREAT PEOPLE, the result is LASTING MEMORIES for our guests.

Summary of Position: The Membership Manager is responsible for overseeing the Society's annual membership program through consistent goals (annual, monthly, weekly) intended to continuously increase the amount and engagement of members. He/she/they enlists a strong sales technique to acquire, steward, retain, and upgrade members. He/she/they implements stewardship events for members and works with gift officers to identify members with philanthropic capacity. The Membership Manager is the main point of contact for members.

Essential Functions:

- Establish procedures to renew and upgrade current members, while also creating robust opportunities to secure new members to the organization.
- Identify opportunities for and implement memorable stewardship activities for members, especially Seymour's Circle members.
- Respond to all membership inquiries in a timely manner.
- Work with Director of External Relations to set budget goals, track results, and forecast member acquisition and retention associated revenue monthly.
- Produce monthly membership reports and review with management to analyze membership trends.
- Draft membership communications such as welcome letters, renewal reminders, and newsletter; leverage Altru database to pull accurate queries for mailing and distribution lists.
- Sell memberships at BMS and Tiff Nature Preserve on high traffic days, including weekends, as necessary.
- Represent the Society at both on and off-site events to support promotional efforts.
- Collaborate with Chief Development Officer and Development Officer – Individual Gifts to develop action plans that migrate high-affinity members with giving capacity to become donors.
- Work with marketing department to create engaging and/or compelling content to highlight membership benefits and promote membership growth.
- Collaborate with database work group to ensure data integrity.
- Mine data for trends, promotional, sales, and member acquisition opportunities.
- Train admissions staff and phone representatives on proper data entry into the Altru system.

- Serve as backup to the Lead Phone Representative in answering or triaging incoming inquiries for the Society.
- Provide assistance in creating and pulling development, programming, and membership queries from Altru database to support marketing and development efforts, as needed.

Education, Experience, Skills, and Qualities Required:

- Minimum 3 years of professional experience in development, marketing, client relationship management, or sales.
- Previous experience in membership or subscription programs.
- Able to work well in a team environment, handle multiple assignments, and meet deadlines.
- Able to monitor and meet several goals including revenue, new member acquisition, and renewed members.
- Fundamental understanding of complex relationship database required. Experience in Altru or Blackbaud products a plus.
- Strong written communication skills— ability to write clear, structured, articulate, and persuasive copy.
- Proficient in Microsoft Office suites.
- Understands the importance of data-driven results, able to identify the appropriate data to track, can analyze data sets and make informed decisions from that analysis.
- Extraordinary customer service and interpersonal skills.
- Ability to communicate appropriately with supervisor and coworkers.
- Strong and creative presentation skills.
- Exemplary critical thinking skills and decision-making practices.
- Ability to strategically prioritize and organize work of self and others.
- Deadline driven.
- Ability to facilitate consensus and/or compromise.
- Must have a sincere interest in stewarding member relationships and a desire to work in a donor- centered development culture.

Physical Demands:

- Sitting or standing for long periods each day.
- Reading printed material and computer screens regularly throughout the day.
- Hearing and talking with people inside and outside the organization either in person or on the telephone routinely on a daily basis.
- Ability to assist as needed with event set-up, design and take-down.
- Manual operation of a computer keyboard daily.

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.

The Society's culture is one of collaboration, collegiality, and teamwork. The incumbent must have a desire to work in a mission-first and audience-centered culture; produce products and experiences of exceptionally high quality; enjoy work and colleagues; and embrace the Society's core values of integrity, knowledge, diversity, and engagement.

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Please send cover letter, resume, salary requirements and names of three references to careers@sciencebuff.org

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