

GARDENS OF GOLDEN GATE PARK

Position Title: Membership Manager

Hours: Full-time (35-hour workweek); Hybrid (3 days in office / 2 days Telecommute)

Role Classification: Regular w/ Benefits

Exemption: Exempt

Reports to: Director of Advancement

Salary: Salary range \$75,000 - \$90,000

ABOUT THE GARDENS OF GOLDEN GATE PARK

The mission of Gardens of Golden Gate Park is to connect people to plants, the planet, and each other. Gardens of Golden Gate Park is a public/private partnership between the San Francisco Recreation & Park Department (RPD) and the San Francisco Botanical Garden Society (SFBGS) to jointly operate the Conservatory of Flowers, Japanese Tea Garden, and San Francisco Botanical Garden. A Lease & Management Agreement between RPD and SFBGS, approved by both the Recreation & Park Commission and the Board of Supervisors, sets the terms of the partnership. The agreement is a cooperative management agreement that outlines the roles and responsibilities for each partner. Key areas of responsibility for SFBGS include volunteer engagement, education, visitor experience, philanthropy, membership, marketing, and other functions. RPD is responsible for horticulture and facility management and maintenance, master planning and capital improvements conducted with SFBGS, and other functions. Together, RPD and SFBGS collaborate on collections management within the Gardens.

The Conservatory of Flowers is a national, state, and local landmark and a place of exceptional beauty. Built in 1879, the Conservatory was the first formal structure erected in Golden Gate Park and remains an internationally renowned icon, displaying and cultivating unusual plants to heighten awareness of the pressing need to preserve threatened rainforest environments.

The Japanese Tea Garden is the oldest operating public Japanese garden in North America. This garden provides visitors from around the world with an opportunity to experience the natural beauty, tranquility, and harmony of a Japanese-style garden and was originally created as an exhibit for the 1894 California Midwinter International Exposition.



San Francisco Botanical Garden opened in 1940 and is a 55-acre living museum within Golden Gate Park, showcasing 8,000 different kinds of plants from around the world. San Francisco's oceanic climate with cool dry summers, mild wet winters, and presence of fog allows the Garden to grow a diverse array of species from around the world.

POSITION SUMMARY

The Gardens of Golden Gate Park are at an exceptional time in their history as the organization gears up for continued growth. Plans are underway to prepare the organization for a significant comprehensive campaign to fund a recently developed strategic plan. The Gardens' newly formed Advancement department combining Marketing and Communications and Philanthropy is looking to hire a cohort of new team members to build a powerful group that can help take the Gardens to another level of excellence and achievement. The Gardens launched a new brand and a new website this past fall, but the membership program still needs its own fresh new strategy, look and feel, and to be relaunched.

Reporting to the Director of Advancement, the Membership Manager oversees and grows a household membership program comprising over 7,000 households and manages the annual giving program. This position entails leading member acquisition, renewal, and upgrade activities through various channels such as direct mail, digital efforts, and in-person solicitations. The Membership Manager will collaborate on developing and executing strategies to achieve The Gardens' goal of consistently generating over \$1 million annually in fund giving and membership growth. The Membership Manager will supervise and collaborate with a Philanthropy Coordinator, delivering high-quality service to members throughout their membership journey, including joining, renewing, upgrading, and enjoying the Gardens they support. Furthermore, the Membership Manager supports membership outreach activities by providing guided messaging and coaching to various teams, including the Visitor Experience team.

PRIMARY RESPONSIBILITIES

- Develops and executes member acquisition or retention strategies through campaigns implemented across various channels, including mail, online platforms, and telephone outreach, ensuring a cohesive approach to member engagement and growth.
- Implements initiatives to recapture lapsed members and promote member upgrades.
- Provides guidance and coaching to front-line teams for implementing new member acquisition strategies.

- Manages a portfolio of members and annual fund donors, utilizing moves management strategies to increase higher levels of membership and annual fund support.
- Delivers exceptional customer service to members, prospects, and donors.
- Proactively monitors progress against goals and adjusts outreach activities when necessary.
- Collaborates with cross-functional teams to integrate membership strategies with overall organizational goals.
- Analyzes data, including membership and giving trends, and member experience surveys, to evaluate the ROI of efforts and inform strategic decisions.
- Writes membership and annual fund correspondence including solicitations, articles, reports, and other content.
- Ensures appropriate member recognition, data entry, and member benefit fulfillment.
- Delivers stewardship events and experiences including Gardens Tours as needed.
- Manages the production of print pieces, premiums, and other collateral as needed.
- Hires, trains, schedules, coaches, and supervises Philanthropy Coordinator.

EXPERIENCE AND QUALIFICATIONS

- Bachelor's degree or higher preferred.
- 3-5 years related experience in areas of nonprofit, membership, development, sales, or marketing.
- Exceptional customer service and/or donor relations skills and ability to project a positive, professional image to the public.
- Demonstrated organizational and time management skills.
- Strong written and verbal communication skills, including persuasive and descriptive communication in various formats, as well as demonstrated public speaking abilities.
- Demonstrated ability to resolve issues with grace and diplomacy.
- Ability to inspire others and support the development of team members, to meet their goals.
- Ability to work well independently while seeking or providing feedback in a collaborative environment.
- Must manage sensitive and confidential information with integrity.
- Proficiency in Microsoft 365 suite, including Word, Outlook, Excel, and PowerPoint.
- Proficiency in Adobe Acrobat Pro.
- CRM experience with Salesforce in a nonprofit context; Patron Manager a plus.
- Relevant supervisory experience preferred.

ADDITIONAL EXPECTATIONS

- Willingness to accommodate a flexible work schedule, including evenings, weekends, and occasional travel.
- Continuous communication with Leadership team, volunteers, sponsors, partners, donors, and other stakeholders
- Able to engage in a range of physical motions, including prolonged standing or sitting at a desk, light lifting, climbing stairs, and occasionally working in varying weather conditions.
- Accessible to hybrid work environment with 3 days onsite.

FOR ADDITIONAL INFORMATION AND TO APPLY: Complete application with attached cover letter at <https://recruiting.paylocity.com/recruiting/jobs/All/99885d66-fdde-45ea-b169-b55cfb505be0/Gardens-of-Golden-Gate-Park>

Gardens of Golden Gate Park is an equal opportunity employer and encourages candidates with diverse backgrounds and experiences to apply.

We are an Equal Opportunity Employer. We do not discriminate on the basis of race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability, genetic information, or any other category protected by law.

Application Deadline: April 19, 2024