

## **Membership Program Manager Job Description**

### **Organization:**

We. Love. Parks. At the SF Parks Alliance, we work with more than 200 partner organizations, city agencies, and everyday citizens to ensure that our treasured city parks and green open spaces thrive in communities throughout San Francisco. As we expand to serve even more parks and people, we are seeking a Membership Program Manager to join our team! If you're creative, forward thinking, fun, enthusiastic, and interested in helping shape the future of parks in San Francisco, let's talk.

### **Position Summary:**

Our membership program is growing. As the Membership Program Manager, you have the unique opportunity shape a membership program from the ground up. With support from Development leadership and Programs staff, the Membership Manager is responsible for growing and acquiring SFPA donors (up to \$1,000) through outward facing communications campaigns and park events. In your role, you'll work to ensure that SFPA members have a consistent membership experience by providing excellent customer service and seamless membership fulfillment. The ideal candidate will be a self-starter, with a deep understanding of the relationship between membership marketing and/or sales, and the data that drives these decisions. The Membership Manager will work to create and implement an overarching annual plan encompassing all membership activities for the organization, working with the Development Operations Manager and the Director of Development.

### **Job Description:**

Reports to: Director of Development

Status: Full-time/Exempt

Schedule: Monday-Friday 9:00 am-5:00 pm, evening and weekends for scheduled membership and development events

### **Summary of Essential Job Functions:**

#### **Membership program management (70%)**

- Conceptualize, plan and project manage all production aspects of renewal, acquisition and appeal mailings for both offline and online campaigns; conduct analysis; vet lists across departments; collaborate with the Development Operations Manager on data strategy decisions
- Grow membership participation year over year while encouraging current members to renew or move to higher giving levels when appropriate

- Working with the Director of Development and Director of Leadership Gifts, create and execute tailored cultivation and stewardship events including establishing objectives, determining invitees, identifying event features, lead in all aspects of planning and producing events, as well as and planning and conducting post-event follow up
- Represent the Parks Alliance at public outreach and engagement events
- Ensure consistency, quality and timeliness of all communications with members and prospects

#### **Program administration (20%)**

- Prepare and manage membership program budgets
- Manage and maintain revenue and retention reports for membership campaigns
- Attend regular meetings with development department
- Manage membership e-renewal series
- Use research, surveys, ongoing analysis and metrics, as appropriate, to chart progress and regularly evaluate and strengthen programs

#### **Other (10%)**

- Stay current on industry and local trends and market competition
- Supervise volunteers, as needed

#### **Experience and Qualifications**

Experience and demonstrated success in a non profit organization:

- Building and managing a flourishing membership program
- Cultivating and stewarding members
- Collaborating across the organization and with outside contractors, vendors and partners to achieve desired outcomes
- Managing multi-phase projects from inception to completion and balancing concurrent priorities – i.e., strong project management skills
- Solving problems creatively and strategically and using research and data analysis to make recommendations and program changes
- Working with fundraising database programs (familiarity with Raiser’s Edge and constituent relationship management system preferred) as well as Microsoft Office Suite and other standard office software
- Excellent writing and editing and oral presentation skills
- Bachelor’s degree

#### **Expectations:**

Genuinely enjoy engaging members and donors; warm, approachable and comfortable interacting with people of all ages and backgrounds; highly responsive to all members and donors without regard to their giving levels

Passion for parks, playgrounds, and the natural world and for bringing park-related experiences to the public; high commitment to learning about San Francisco parks and open spaces.

Able to think strategically, keeping the big picture and broad institutional objectives in mind, while also being detail and analysis oriented

Exemplify highest standards of integrity, professionalism, discretion, excellence and accountability; demonstrates emotional intelligence and self-awareness; inspires confidence and trust; welcomes feedback

Highly collaborative; a leader and team player able to motivate and organize staff and volunteers and bring together different departments within the institution to work towards shared goals; appreciates impact of his/her work on colleagues and SFPA's success

Exercises initiative to identify and solve problems with drive, flexibility, resourcefulness and creativity

Able to work well under pressure and adapt easily to changing situations and priorities; exercises good judgment and stays focused on overarching goals

Able to interact in an effective, tactful and professional manner internally, externally and with the public at large; responds graciously and promptly to the needs and requests of others

Dedicated and ambitious to achieve organizational success; willing to pitch in and go the extra mile when needed

Plan to participate in and support fundraising, cultivation and stewardship events and activities as a member of the Development team on nights and weekends as required

Must be able to engage in a range of physical activity, including standing or sitting at a desk or computer and walking (sometimes on uneven surfaces) for extended periods of time.

Must be able to climb a flight of stairs and lift/carry up to 25 pounds

When applying for a position, please submit an email to "[Jobs@sfparksalliance.org](mailto:Jobs@sfparksalliance.org)" with your full name and the position title in the subject line. Please include a cover letter and a resume.

