



connecting people with nature

**Bernheim Arboretum and Research Forest
Job Description**

Job Title: Membership Coordinator

Department: Development

Description

Bernheim Arboretum and Research Forest seeks a full time Membership Coordinator.

The Membership Coordinator is responsible for implementing Bernheim's membership program, including database management, membership recruitment, retention and engagement efforts to achieve aggressive monthly and annual goals.

The Membership Coordinator may also assist the Director of Development in successfully cultivating, soliciting and acknowledging donations to support Bernheim's mission through direct mail, online giving, corporate and event sponsorship, major gifts and grant proposal development.

Specifics include:

Bernheim's Membership Program

Implement a comprehensive strategic membership plan that includes strategies and actions for retaining and increasing membership, as well as marketing new and existing member services. The Membership Coordinator will be responsible for reaching monthly and annual membership goals.

Database Management

- Ensure successful membership and event record-keeping in Bernheim's database (Raiser's Edge).
- Utilize Bernheim's database and software to enter data, generate reports and other processes to effectively manage the membership program, events and communication efforts, including accurate tracking of member/nonprofit activities from email clicks and website usage.

Recruit

- Work with the Director of Development to identify prospective members; take steps to encourage them to become members (i.e. letters, special lapsed member mailings, visits, email, invitations to events; phone calls; etc.); attend key functions/events and find opportunities to network and/or make presentations on the benefits of membership; and develop systems to track effectiveness of recruitment strategies (utilize database).
- Achieve and exceed monthly and annual member recruitment goals.

Retain

- Implement the membership renewal process. Write/edit membership letters and emails for renewing members. Coordinate membership renewal mailings, promotions, and emails.
- Track membership and engage staff in member recruitment and retention.
- Achieve and exceed monthly and annual member retention goals.

Services

- Serve as central point of member contact for responding to issues and requests via phone, voicemail, and email.
- Collect and interpret membership and non-member intelligence, including member needs, the member benefits package, entry criteria and competitiveness using research and membership surveys. Keep abreast of members' evolving needs and ensure that Bernheim's membership benefits align with demands.

Supervisory Responsibilities

This job has no supervisory responsibilities.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments; Outstanding customer service attitude.

Interpersonal Skills - Maintains confidentiality; Excellent inter-personal skills with an outgoing and open personal style.

Verbal and Written Communication – Excellent verbal and written communications and computer are required.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Attention to detail and the ability to juggle multiple priorities is essential.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals.; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree and understanding of the nonprofit sector is preferred but not required.
High school diploma or general education degree (GED); plus experience with increasing responsibilities in membership recruitment and retention or similar fundraising or sales experience is preferred

Computer Skills

To perform this job successfully, an individual should have knowledge of Database software; Internet software and Spreadsheet software. Knowledge of Raisers Edge software is preferred.

Physical Demands

This position requires working at a desk the majority of the time. However, there are times when this position may be required to stand for periods of time (i.e. working a booth, event, etc.). The employee must frequently lift and/or move up to 25 pounds. 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.

Work Environment

A dynamic active office environment with occasional outdoor/offsite working. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.