



Job Description

Membership Manager Garrison, New York

The Opportunity: Headquartered in the Hudson Valley of New York State about 50 miles north of New York City, the Garden Conservancy is a national nonprofit organization with a mission to preserve, share, and celebrate America's gardens and diverse gardening traditions for the education and inspiration of the public.

Position Summary: A key member of the development team, the membership manager is responsible for the execution, management, and stewardship of our general membership program.

Duties and Responsibilities

Under the leadership of the director of development, the manager will execute all aspects of the Conservancy's general membership program.

Working with the director of development, create annual revenue goals and expenses for general membership program.

Creates and updates all written and graphic membership communications and promotional materials on both print and electronic platforms.

Develops and manages membership renewal and lapsed donor mailings both print and digital.

Creates and designs membership acquisition outreach, mailings, and associated materials.

Oversight, management, and implementation of membership benefits delivery and associated customer service.

Manage the annual expense budget for general membership mailings, membership events, and other activities.

Assist the director of development with the management of the annual appeal program for the Garden Conservancy incorporating all membership levels, Society of Fellows, and all other donor recognition societies.

Works with public programs and education and preservation staff to incorporate membership messages in our program and fundraising activities.

Develops an overall Garden Conservancy membership mailing annual timeline.

Tracks and analyzes membership appeal results for return on investments testing specific mailings for comparison.

Track, analyze, and report progress to revenue goals monthly and assess potential for year-on-year revenue growth.

Conduct prospect research on donor prospects, event attendees, members, and Fellows to identify possibilities for increased membership gifts or major gifts.

Assist director of development and major gifts officer by prospecting for new Fellows and major donors from membership programs and other sources such as garden club memberships, and the annual donor listings and event committees of preservation and conservation organizations.

Enter significant correspondence, data, and background on Fellows into Raiser's Edge database.

Provide support as needed for development functions including fundraising events, cultivation dinners, and Society of Fellows garden-study tours.

Local and regional travel is required with occasional domestic travel.

Provide support for development events and general Garden Conservancy programs which on occasion may include nights and/or weekends.

Performs other duties as assigned.

Knowledge, Skills, and Abilities

- Oral and written communication skills
- Ability to have confidence presenting to small and large groups
- Ability to travel
- Attention to detail
- Ability to multi-task and produce within specific deadlines
- Prioritization and time-management skills

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Office Suite, Raiser's Edge database software, prospect research software, project management software, and contact management systems.

Education/Experience

Bachelor's degree (B.A./B.S.) from four-year college or university; three to five years working in non-profit membership and/or fundraising, or training or equivalent combination of education.

Compensation

The hiring salary for this position is \$61,000 - \$76,200, based on experience. This position includes generous time off, benefits, and room for career growth. Training will be provided for certain tasks. We encourage those that have a strong affinity with our mission to apply.

The Garden Conservancy is an equal opportunity employer and actively encourages candidates with diverse backgrounds to apply. It does not discriminate against any candidate or employee on the basis of race, national origin, sex, marital status, sexual orientation, age, disability, religion, or veteran status.

TO APPLY

Please send your resume and letter of interest to:

hr@gardenconservancy.org

Mention "Membership Manager" in the subject line.