



Position Description

Title: Development & Membership Coordinator
Reports to: Development & Corporate Engagement Manager
Status: Full-Time, Exempt
Hours: 8 - 4:30 pm, M-F, with some exceptions due to Events

Position Summary

Join a team that values the diverse talents and ideas of each staff member at Green Bay Botanical Garden. The goal of the Development Department is to cultivate resources and relationships to grow and sustain the Garden. This position will work closely with the Development & Corporate Engagement Manager, Director of Development and the Marketing and Communication team to manage priorities and build relationships with new and current members, donors and corporate partners. This position will provide Development support as needed.

This position is responsible for the coordination and oversight of all aspects of the Garden's membership program. This dynamic position requires strong organizational and communication skills, ability to multi-task, meet deadlines and utilize strategies, creativity, leadership and teamwork to:

- execute member benefits (both general and corporate) and events.
- actively plan and recruit new members via Garden events, direct mailings and campaigns, and personal contact.
- develop positive relationships and strategies for maintaining a high percentage of member retention.
- build positive and lasting relationships with donors and members.

Core Competencies & Essential Functions

Duties – Development & Membership

1. Work in tandem with Development & Corporate Engagement Manager to develop and implement strategies to evaluate, grow and manage the Corporate and General Membership Programs.
2. Develop content for member communications such as renewal letters, card mailing letters and emails, acknowledgements, tax deductibility statements and other membership related correspondence.
3. Design and administer membership programs to include membership recruitment campaigns.
4. Work within Altru database to keep current with member activities.

5. Guide Development Assistant and help keep data integrity, including entering of data in a timely manner into the CRM and develop audience segments for marketing purposes.
6. Review, develop and implement all membership benefits.
7. Develop and implement the Corporate Partner and Preferred Provider Membership program.
8. Continue to grow and evolve the Access Membership Program.
9. As needed, prepare lapsed member report to review and discuss with GBBG staff, board members and membership committee.
10. Plan and implement Annual Meeting, Garden Party, With the Expert and members-only events including Private Garden Tour, Members Only Tours and others as identified.
11. Respond to member questions and concerns.
12. Forecast revenue and analyze membership data.
13. Identify and serve members' needs for maximum retention.
14. Keep membership printed materials current.
15. In tandem with Development & Corporate Engagement Manager provide support for Membership Committee's bi-monthly meetings which includes setting goals, creating agendas, working with committee chairs, minutes and scheduling as needed.
16. Participate with the team to carry out staff duties during special and public events to promote membership.
17. Provide ad hoc reports to senior management on membership and prospects.
18. Develop and maintain membership budget.
19. Prepare written communication to members.
20. Perform other duties as assigned.

Qualifications, Skills, & Physical Requirements

- Passion and commitment to Green Bay Botanical Garden's mission, vision and values.
- Bachelor's degree preferred with three to four years work experience within development and/or membership aspects or equivalent combination of education and experience.
- Highly organized, detail oriented, self-initiator and able to handle multiple projects simultaneously in a fast-paced environment with ability to exhibit "follow through" on tasks and goals while meeting deadlines.
- Goal-orientated, driven to make a difference and achieve or surpass goals.
- An enthusiastic, professional demeanor and positive, can-do attitude with desire to provide excellent customer service to all constituencies.
- Demonstrated ability to work collaboratively across departments.
- Excellent written and verbal communications skills with a sincere desire to serve the public.
- Superior interpersonal and relationship building skills.
- Highly proficient in Microsoft Office, Teams and/or other databased programs; Blackbaud Altru knowledge a plus.
- Demonstrated ability to monitor and track expenditures against a budget.
- Must be flexible in working hours and environment, as some events are held outdoors, and evening and weekends are required on occasion.
- While position is generally a desk job, there are occasions when standing for up to 4 hours is necessary, and some lifting and hauling of materials up to 20 pounds is required.

- Experience working within a non-profit environment and/or using community resources is a plus.
- Gardening knowledge a plus.
- Dependable, reliable, and a team player.

Standard Benefits

Employees at Green Bay Botanical Garden have access to a competitive benefits package:

- Health insurance coverage and Life insurance (30-40 hours/week)
- Retirement Plan/401(K) (available to enroll after six months or 1,000 hours)

Standard Work Perks

Employees at Green Bay Botanical Garden can enjoy the following perks:

- Free daily admission to the Garden and for up to four guests per visit
- Free passes to ticketed events
- Discounts on ticketed events
- 15% discount at the WPS Trellis Gift Shop
- 50% off room rentals for a private event

Apply

[Complete the Employment Application](#) on our website and submit your cover letter and resume by **Friday, September 22, 2023**.

Equal Opportunity Employer

Green Bay Botanical Garden provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Our employees love to perform their work in a team environment that includes our volunteers. We value our connection to the greater northeast Wisconsin Community. We care about and value the diverse talents and ideas each employee brings to Green Bay Botanical Garden.

Our Mission

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires and refreshes.