

Santa Fe Botanical Garden (SFBG)

JOB DESCRIPTION

Job Title: Assistant Director Membership and Annual Giving

FLSA Classification: Exempt

Pay Rate: \$55,000-75,000

Part Time: **Full Time:**

Supervision Received: Position reports to the Executive Director

Supervision Exercised: Supervises the Membership Administrator

Job Summary:

The Assistant Director for Membership and Annual Giving reports to the Executive Director of the SFBG and is responsible for the acquisition, stewardship, and retention of SFBG members (individuals and corporate), and for implementing programs that lead to expanding the Garden's membership base. This position is also responsible for all annual giving programs and expanding the Garden's annual fund donor base and achieving the annual revenue goals for membership and annual giving. The AD for Membership and Annual Giving will work closely with the SFBG senior leadership team, especially the Assistant Director for Marketing and Communications, to accomplish membership and annual giving goals. The Membership Administrator reports to the AD for Membership and Annual Giving.

Essential Responsibilities:

Include but are not limited to:

- Develop a comprehensive action plan for growing the Garden's membership (individual and corporate).
- Manage membership campaigns including new member acquisition, community outreach programs, and prospecting and cultivation mailings. Create and implement strategies to increase membership and retention.
- Oversee the Annual Fund, including annual year-end appeal, direct solicitations, and other annual giving programs, such as the SFBG Giving Day and Giving Tuesday.
- Achieve annual revenue goals for each membership level (individual and corporate) and the Annual Fund.
- Supervise the work of the Membership Administrator.
- Create and execute initiatives that strengthen relationships with current members and encourage members to become donors.
- Expand the SFBG's corporate membership program by soliciting corporations by mail, email, phone, and in-person contact. Fulfill all corporate benefits and ensure that proper credit is given in print materials and at the Garden.
- Oversee the creation and administration of member premiums and benefits. Evaluate existing membership premiums for appeal to members and cost to organization. Conceptualize innovative ways of recognizing and engaging members.
- Plan and coordinate member events, including Member Mornings, member previews and the annual member night.

- Develop, write, and manage membership appeals, working closely with the Assistant Director for Marketing and Communication on design, content, and branding issues for all print pieces related to membership, appeals, and donor stewardship.
- Manage member acquisition with partnering organizations.
- Obtain prospect lists via trades with other organizations or purchased/rented lists. Update and add information on donors and prospects into the museum's Altru database daily.
- Provide exceptional customer service to current and prospective Garden members. Handle member inquiries by phone, mail, and email.
- Ensure that all membership gifts are accurately acknowledged and benefits fulfilled in a timely manner, including membership cards, premiums, and gifts.
- Oversee the prepare all acknowledgement letters to members and ensure all membership gifts are entered into database accurately and in a timely manner. Maintain member/donor files as needed.
- Analyze membership and donor data, and maintain accurate and up-to-date reports, records, filing, and information management to demonstrate progress toward goals and adapt strategies as needed.
- Collaborate with other senior staff to implement membership cultivation and retention programs, including administering visitor and member surveys, admission membership sales, incentive programs, and special offers to ensure membership growth and engagement.
- Manage stewardship of philanthropic level members.
- Implement strategies to convert visitors to members.
- Represent the SFBG to members, donors, and the public.
- Update and enhance knowledge through continuing education for professional growth (i.e., attending relevant conferences, seminars, and certification programs).
- Serve as a staff resource to the Board, and attend Board and committee meetings as directed by the ED

Additional Responsibilities:

- Attendance at Garden sponsored events as appropriate.
- Other duties as assigned by the Executive Director.

Competencies:

- Exceptional interpersonal, written, and verbal communication skills.
- Strong analytical skills, accuracy, and attention to detail.
- Outstanding organizational skills and good judgment. Comfortable juggling multiple tasks/deadlines simultaneously. Skilled at trouble-shooting and problem-solving.
- Self-motivator who thinks strategically.
- Able to work successfully both independently and collaboratively in a team environment.
- Goal-oriented, yet flexible and adaptable to the needs of the organization and its constituents.
- An appreciation and understanding of long-range planning.
- Commitment to the mission of the SFBG and its core values, particularly honesty and integrity.
- Have a positive and motivating presence while embracing change and challenge.

Education Requirement:

- Bachelor's degree and/or fundraising certification or any equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved.

Experience Requirement

- 3-5 years of successful membership and annual fund development experience, preferably in a garden, museum or nonprofit setting.

Knowledge, Skills, and Abilities:**Required:**

- Proficiency with CRM applications such as Altru, plus MS Office software, Zoom, and Google applications.
- Enthusiasm for the Garden's programs and mission.

Preferred:

- Bilingual and multilingual skills valued.
- Knowledge of horticulture, botany, and/or botanical gardens.
- Supervisory experience.

Special Requirements:

- Valid New Mexico Driver's license.
- Will be required to work weekend or evening hours or on holidays.

Physical Requirements:

- Must be able to walk on uneven ground and go up and down stairs.
- Must be able to lift and haul materials up to 50 lbs.
- Must be able to assist with the setting up of and take down of Garden events.

Working Environment:

- Work is primarily performed in an office environment.

Equal Employment Opportunity:

The Garden is committed to Equal Employment Opportunity. It is our policy to encourage and support equal employment opportunity for all associates and applicants without regard to gender, age, race, color, creed, religion, national origin, ancestry, citizenship, sexual preference or orientation, gender identity, spousal affiliation, marital status, military/veteran status, handicap or disability or membership in any other protected group.

Americans With Disabilities Act:

Applicants as well as employees who are, or become, disabled must be able to perform the essential job functions either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

To Apply:

Please send your resume and cover letter as attachments via email to hr@santafebotanicalgarden.org and include "Assistant Director Membership and Annual Giving" in the email subject line. Applications will be reviewed immediately until the position is filled.

Mission Statement:

The Santa Fe Botanical Garden celebrates, cultivates and conserves the rich botanical heritage and biodiversity of our region. In partnership with nature, we demonstrate our commitment through education, science, conservation, community service, presentation of the arts, and the sustainable management of our public garden. For more information, visit us online at santafebotanicalgarden.org.