

## **Membership Coordinator**

### **Background and Mission**

Bowman's Hill Wildflower Preserve (the Preserve) was founded in 1934 with a mission *to increase the knowledge and use of native plants by serving as an educational resource and destination that inspires conservation action*. It is a member-supported nonprofit organization that welcomes over 30,000 visitors annually on 134 acres with over five miles of hiking trails through undeveloped forest, meadows and the Pidcock Creek watershed. As the nation's only accredited museum focused exclusively on native flora, the Preserve boasts renowned educational programming, a robust special events calendar, and a regionally-recognized native plant nursery.

### **Position Summary**

The membership coordinator provides critical support for the Preserve's 2,000 members and 30,000 visitors annually through member engagement, administration and program development with an excellent customer service focus. In addition to supporting the Preserve's fundraising arm, the membership coordinator supports the Preserve's revenue-generating activities, including admissions, gift shop sales and nursery sales. Strong organizational and community engagement skills are crucial.

The ideal candidate is an energetic individual with an exceptional customer service orientation, proficiency in basic retail tasks and ability to perform all cash register functions, skilled in maintaining client management databases, and a talent for interacting with the public in an engaging, positive and friendly manner. The membership coordinator reports to the director of donor and partner relations.

### **Responsibilities**

- **Administrative**
  - Update database with key member information and communication tracking
  - Generate membership reports as needed
  - Track and manage annual budget
  - Coordinate edits to the Preserve's website, MailChimp and online giving forms with marketing & communications staff
- **Fulfillment**
  - Oversee all membership inquiries & communications with excellent customer service, including management of the membership-dedicated email account
  - Manage gift processing, including database input, issuing welcome packets and gift acknowledgements
  - Update member benefits and associated collateral annually or as needed

- Manage key partnership programs, including:
    - Library Pass Program
    - Business Partner Program
    - Employee and Volunteer Pass Programs
- Recruitment and Retention
  - Create and manage:
    - Annual membership communication plan
    - Membership campaigns, incentives and promotions
    - Volunteer incentive “upsell” program
  - Identify members to cultivate for increased engagement with support from director of donor and partner relations
  - Benchmark other organizations/member programs to identify best practices
- Promotion and Special Events
  - Execute all scheduled member benefit initiatives
  - Plan and execute the Preserve’s annual *Music in the Meadow* member event
  - Oversee membership donations to external partners
- Visitor Services
  - Process transactions and collect payments using the VEND point-of-sale (POS) system
  - Open and close cash registers; support cash register reconciliation daily/weekly
  - Sunday shift supervisor
  - Ensure the Twinleaf Book & Gift Shop, Auditorium and other Visitor Center areas are clean, organized and stocked
  - Assist with additional retail and cash handling operations for Preserve-sponsored internal events
  - Support offsite sales as needed, such as for tabling events, fundraiser events, and education programs held outside the Preserve
  - Directly staff unfilled retail positions when volunteers and employees are not available
  - Manage all customer service needs with an engaging, positive demeanor representative of front-of-house hospitality
- Other duties as assigned

## Requirements

- 3+ years of direct customer service experience
- 2+ years retail and/or cashier experience
- Excellent people skills and customer service orientation
- Superior communication skills – written, verbal and interpersonal
- Passion for service-oriented community
- Ability to maintain professional composure under pressure
- High attention to detail
- Excellent problem-solving skills, self-starter, creative and able to prioritize tasks
- Proficient computer/database skills including Google Suite, Microsoft Office
- Valid driver’s license

## Preferred Qualifications

- Experience in working with non-profit organizations and volunteers
- Experience with software programs such as Mailchimp, Adobe Creative Suite, Canva, DonorPerfect and VEND point-of-sale (POS) system
- Associates degree or equivalent certifications/experience

## Work Schedule

This is a permanent, part-time position at 32 hours/week with required schedule of Sunday through Wednesday.

The Preserve is open 7 days a week and on most federal holidays, including Memorial Day, July Fourth and Labor Day. The Preserve is closed on Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve and New Year's Day.

## Physical Requirements

- Effectively maneuver around the Gift Shop, Native Plant Nursery sales floor and the Preserve at large
- Bend, squat, reach and lift
- Stay in a stationary position during prolonged periods of time
- Lift and carry up to 30 pounds

## Compensation and Benefits

- The salary range for this position is \$18 to \$20 per hour, and is commensurate with qualifications and experience. Benefits include:
  - Paid Time Off (PTO)
  - 401k plan after 1 year of continuous employment
  - Employee discounts on all shop and plant items
  - Complimentary Preserve membership

## To Apply

Please send a cover letter, resume and references to:

Sarah Norris, director of donor and partner relations, at: [norris@bhwp.org](mailto:norris@bhwp.org)

Visit us at [www.bhwp.org](http://www.bhwp.org) for more information.

*The Preserve is an equal opportunity employer and is committed to non-discriminatory policies. All decisions regarding recruitment, hiring, promotion and all other terms of employment will be made without regard to race, color, religion, age, gender, gender expression, sexual orientation, national origin or ancestry, marital status, status as a qualified handicapped or disabled individual, or any other impermissible factor in accordance with applicable laws.*