

Membership Program Coordinator

Grade: 5

Reports to: Membership Manager
Job Status: Full-Time, Non-Exempt

Department: Membership
Approval Date: October 2020

Job Summary:

Provide an exceptional customer service experience via phone, online and in person. Assist with the development and execution of the South Carolina Aquarium's membership plan. Assist with membership recruitment and renewal efforts. Responsible for development, implementation and promotion of membership programs and special events that support the organization's mission.

Essential Functions:

- Process, acknowledge and fulfill all memberships and Sea Turtle Guardians
- Answer membership calls and handle customer service issues
- Create and plan overall member programming in collaboration with the Membership Manager, other departments and external partners
- Cultivate member interest and retention by coordinating and hosting education programming and member events
- Enter data and update constituent information in the Blackbaud Altru ticketing system
- Assist with the development, monitoring and tracking of the membership program revenue and expense budgets
- Follow emerging ideas and trends to identify additional opportunities for program revenue and membership program growth
- Assist with membership recruitment and renewal efforts including e-updates, social media posts, on-site and off-site sales, letters and other correspondence
- Work with the Altru leads, Guest Services, IT and Advancement teams and to ensure data health and assist in resolving any data issues in Altru
- Act as back up to the Membership Manager during times of high volume and during days off
- Monitor inventory of membership marketing materials
- Coordinate the projects of membership volunteers, as appropriate
- Organize and maintain membership files including the collection of membership application information

Other Duties and Responsibilities:

- Develop a fluent understanding of Aquarium programs. Support the mission by participating in Aquarium sponsored programs and events on a regular basis. Assist with the promotion of the organization in the community. Represent the Aquarium at public events and functions.

- Maintain a customer service demeanor at all times. Respond to members with the appropriate level of urgency. Ask questions to identify member needs or expectations in a pleasant and respectful manner.
- Other related duties as requested by the Membership Manager.

Knowledge, Skills, and Abilities:

- Applicant must have superb customer service skills – via phone, online and in person.
- Experience in a customer relationship management (CRM) database or ticketing software required; experience with Blackbaud's Altru is preferred.
- Excellent verbal, written communication, presentation and interpersonal skills. Be able to deal with a variety of customer service issues with maturity and professionalism.
- Must be a detail and goal oriented, enthusiastic individual able to exercise independent judgment in completing tasks, prioritizing, and meeting deadlines.
- Demonstrated organizational skills; able to manage multiple projects and move quickly from one to another while maintaining thorough records. Ability to be flexible and balance competing priorities.
- Proficiency in Microsoft Word, Excel, and Outlook and thorough knowledge of general office practices: writing, filing, mail, etc. is required.

Education and Experience Required:

Bachelor's degree in education, business, communications, marketing or related field, preferred and/or 2-3 years' experience in a related field.

Licenses and Certifications Required:

Valid Driver's License

Supervision of others:

Some supervision of membership interns and during membership programs/events

Physical Requirements:

Requires average walking, standing, bending, stooping, crouching, sitting, kneeling, balancing, pushing and pulling, crawling, climbing ladders, computer and phone tasks in a normal office environment.

Working Conditions:

Frequent need to work weekends and nights.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.