FLINT CULTURAL CENTER CORPORATION
601 E Second Street
Flint, MI 48503

Job Posting

Job Title: Membership Coordinator
Location: Sloan*Longway
Department: Development
Reports to: Development Director
FLSA Status: Exempt – Full Time

**The salary range for this position is 40k-44k, based on experience**

Summary:
Under the supervision of the Development Director, this position is responsible for all aspects of Sloan Museum of Discovery and Longway Planetarium’s membership program(s). This includes development and implementation of existing and new strategies; retention of members and continual improvement of fulfillment activities; and management of program records. This position will provide strategic leadership and planning to develop and implement procedures that will successfully build the membership program of Sloan Museum and Longway Planetarium. Finally, this position serves as museum liaison to the Friends of Sloan*Longway board and donors.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Increase and maintain membership base for membership program, including Friends of Sloan*Longway. Develop and execute retention program for existing members. Continually evaluate program and recommend strategies for improving membership programs.
- Research and develop strategies to improve direct mail renewals; upgrade donors; secure new members; improve e-mail marketing and on-line membership sales.
- Respond promptly to inquiries from prospective members, current members, the general public and colleagues by phone, email or in writing as warranted.
- Assist in the creation and update of membership and marketing materials (e.g. letters, new member welcome packs, newsletters, e-bulletins, fact sheets, membership directories, member listings, member questionnaires and brochures).
- Responsible for promotion of membership program to general public and training of Guest Services staff on such efforts.
- Undertake membership market research in areas such as member benefit analysis, member satisfaction surveys, and member needs assessment. Follow-up with lapsed
members to generate renewals or to assess reason for lapse in order to improve retention rate.

- Plan work efficiently to meet the departmental and institutional goals and objectives.
- Interact with members and corporate sponsors in a cordial, responsive, and professional manner.
- Keep accurate records and produce reports showing the results of recruitment and retention activity, marketing campaigns, member involvement, non-renewals and departmental spending using an agreed coding structure.
- Maintain ASTC reciprocal program.
- Organize and conduct membership and fundraising events for museum members and Friends of Sloan*Longway.
- Works with the Executive Committee of the board of the Friends of Sloan*Longway providing assistance with the development, maintenance and growth of the patron program. Prepares reports to the board and maintains member database. Works with Fund Development Committee on special events and benefits for members.
- Process and manage all aspects of membership program, including producing and mailing all renewal notices, reminders, and member cards; maintain the membership database; process checks and credit card payments.
- Plan and coordinate membership parties for exhibits, planetarium shows and other membership events.
- Assist Development Director in organizing and conducting development events, including the annual ‘Night at the Museum’ fundraiser, Auto Fair and other events as needed.
- Assist Development Director in donor cultivation and in supporting the Discovery Society program, data base and associated events.

Requirements:

- Bachelor’s Degree in Marketing/Sales or related field, and/or four years’ experience in managing membership programs, or an equivalent combination of education and experience.
- Must have outside sales experience with business to business sales.
- Solid time management skills.
- Organized with attention to detail and accuracy.
- Ability to take independent initiative as well as work as a team. E-media experience a plus.
- Special event management skills.
- Proficient with computer applications including Access, Excel and Microsoft Word; data base management a must.
- Excellent interpersonal and presentation skills.
- Ability to work flexible hours with occasional weekend and evening hours.
- Must be able to occasionally carry and lift up to 25 lbs.
Physical Demands:
The physical demands described here are representative of those that must be met by an employee to successfully perform the principal responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the principal responsibilities.

Mental Demands:
While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning, learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with managers, staff, representatives of employee organizations, applicants, other governmental officials and the public.

Work Environment:
The work environment characteristics described here are representative of those an employee encounters while performing the principal responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the principal responsibilities.

Apply To: Email cover letter and resume to hr@fcccorp.org
Date Posted: Revised 07.26.23 Posting will remain open until filled

The Flint Cultural Center Corporation is an Equal Opportunity Employer

This job description does not constitute an employment agreement between the employer and the employee, and is subject to change by the employer as the needs of the employer and requirements of the job change.