



SAN FRANCISCO BOTANICAL GARDEN SOCIETY MEMBERSHIP MARKETING MANAGER

Position Title: MEMBERSHIP MARKETING MANAGER

Full or Part Time: 100% FTE

Regular or Temporary: Regular

Exempt or Non-exempt: Exempt

Salary: Dependent on experience

ABOUT SAN FRANCISCO BOTANICAL GARDEN SOCIETY

Located in Golden Gate Park, San Francisco Botanical Garden is a sanctuary of natural beauty and tranquility dedicated to educating children and adults, cultivating community, and displaying and preserving the planet's biodiversity.

With over 8,000 different kinds of plants from around the world, including many that are rare and endangered, it is possible to travel the world in the Garden's 55 acres. The Garden is world-renowned for its diverse, significant and unique plant collections, among them the most important collection of magnolias for conservation purposes outside China and cloud forest collections from three of the world's most threatened regions. The Garden's Library houses the most comprehensive collection of horticultural materials in Northern California.

Welcoming more than 400,000 annual visitors, the Garden brings the community together to marvel, to learn, to find respite in nature and to celebrate Earth's beauty and the interconnectedness of all living things. The more we learn about how we are connected to plants and all life on Earth, the more we will cherish and protect the natural world.

San Francisco Botanical Garden Society (SFBGS), a 501(c)(3) nonprofit, works in partnership with the City and County of San Francisco Recreation and Park Department (SFRPD) to manage and operate the Garden.

SFBGS's twofold mission is to build communities of support for the Garden and to cultivate the bond between people and plants. With lead responsibility for fund development, marketing, admissions and visitor services, and with the help of its members, donors and volunteers, SFBGS funds Garden improvements, provides curatorial and plant collections management services, propagates plants for sale to the public, maintains the Helen Crocker Russell Library of Horticulture, offers year-round educational and community programming, and operates the Garden Bookstore and Arbor (for plant sales).

Today, there are year-round opportunities for 13,000 children a year to experience nature in all its complexity in free hands-on programs. SFBGS organizes and offers docent tours, classes and workshops to educate and inspire. Also part of the annual calendar are new programs like Flower

Piano, a twelve-day interactive installation where twelve pianos are placed throughout the Garden for anyone to play. Passionate volunteers contribute over 40,000 hours each year leading docent tours, assisting in the bookstore and library, and getting their hands dirty planting, weeding and propagating.

SFBGS is in a period of transformation and growth and is currently implementing a staff reorganization to support the achievement of ambitious goals. Within the next several years, SFBGS will build a Nursery: Center for Sustainable Gardening (CSG) complex, the Garden's first permanent nursery and the single-most important project to be undertaken since the Garden's inception more than 75 years ago.

Private gift support is crucial to realize the vision for the Garden, both for the CSG campaign and for ongoing operations. Approximately 70 percent of the Garden's annual operating support comes from private sources as contributed and earned income. Private gift support and memberships represent nearly half of the Garden's funding for annual operations.

We are looking for an individual who is committed to serving the community and helping the Garden and its programs reach even higher levels of excellence, is excited about the opportunity to work with other dedicated staff and to contribute to building a robust fund development program that will support the Garden's current programs and exciting future.

POSITION SUMMARY

The Membership Marketing Manager is a redefined position that is part of an expansion and restructuring of the Development office. The department is growing to six full-time positions. The Membership Marketing Manager and every member of the Development team should see themselves as builders committed to the opportunity to participate in taking a cherished and respected institution from really good to great.

The Membership Marketing Manager will manage three essential programs – Membership, Direct Mail Appeals, and Tribute Gifts. There are opportunities for significant growth in each of these areas. Through acquisition of new members and upgrade of current members, the Membership Marketing Manager will substantially increase revenue and will build a pipeline of prospects for larger, ongoing giving in support of the Garden.

SFBGS currently has more than 2,500 active member households and seeks to substantially increase the number and depth of commitment of these entry-level supporters who make gifts up to \$1,000 annually. Annual Fund contributions from individuals made outside the Membership program, through year-end, thematic direct mail campaigns, onsite donation boxes and other campaigns or activities that may be devised, can attract new donors and inspire additional giving. The Tribute Gifts program currently includes benches (gifts of \$15,000 and \$25,000) and pavers (gifts up to \$5,000) and relies heavily on consistent marketing and face-face meetings to achieve its goals.

The Membership Marketing Manager reports to the Director of Development, works in close collaboration with other members of the Development team and serves as a role model of professionalism and commitment for all SFBGS staff – at all times acting as an ambassador for SFBGS and the Garden.

The ideal candidate will have the vision, know-how, drive and energy to grow outstanding programs and a proven track record of managing complex initiatives, especially involving membership. This

candidate will be self-motivated, highly organized, and able to work creatively and effectively as a leader, individual contributor and member of a team, fostering positive internal and external relationships with a donor-centric approach.

ESSENTIAL FUNCTIONS

MEMBERSHIP PROGRAM

- Lead and manage all aspects of the Membership program, including planning, strategy, messaging, acquisitions, renewals, benefits, policies, budget, analysis, production coordination, day-to-day operations and performance monitoring and metrics
- Ensure, in collaboration with Marketing and other departments as appropriate, that Membership is integrated into the Garden's overall marketing strategy and promoted in public-facing communications, programs and activities
- Ensure, in collaboration with Visitor Services and Volunteer Services, proper management and execution of all aspects of Membership customer service and onsite sales
- Develop a deep understanding of the membership base and identify upgrade opportunities and strategies, working closely with the Associate Director of Development and Major Gifts Officer (Associate Director) to transition members to donors Write and produce program collateral, appeals, correspondence and other communications for internal and external audiences

TRIBUTE GIFTS PROGRAM

- Lead and manage all aspects of the Tribute Gifts program, including marketing and planning, fulfillment, coordination with SFRPD and vendor relationships
- Meet with tribute gift donors and finalize gifts, working closely with donors on desired language for honorees
- Develop a deep understanding of tribute donors and identify individualized opportunities and strategies for their continuing engagement, working in collaboration with the Associate Director to upgrade or transition them to members and major donors

DIRECT MAIL PROGRAM

- Lead and manage year-end or thematic direct mail campaigns, on-site donation boxes and other strategies to attract support to the Garden.

CULTIVATION AND STEWARDSHIP EVENTS

- Work closely with the Special Events Officer to create tailored cultivation and stewardship events for both the Membership and Tribute Gifts programs
 - The Membership Marketing Manager will take the lead in establishing objectives, determining invitees, identifying event features, and planning and conducting post-event follow up.
 - The Special Events Officer will take the lead in all other aspects of planning and producing these events.

GENERAL – MEMBERSHIP, TRIBUTE GIFTS AND DIRECT MAIL PROGRAMS

- Prepare and manage program budgets
- Use research, surveys, ongoing analysis and metrics, as appropriate, to chart progress and regularly evaluate and strengthen programs
- Ensure consistency, quality and timeliness of all communications with members and prospects
- Stay current on industry and local trends and market competition

EXPERIENCE AND QUALIFICATIONS

- Experience and demonstrated success in a nonprofit organization:
 - Building and managing a flourishing membership program
 - Cultivating and stewarding members
 - Collaborating across the organization and with outside contractors, vendors and partners to achieve desired outcomes
 - Managing multi-phase projects from inception to completion and balancing concurrent priorities – i.e., strong project management skills
 - Solving problems creatively and strategically and using research and data analysis to make recommendations and program changes
 - Working with fundraising database programs (familiarity with Raiser’s Edge and constituent relationship management system preferred) as well as Microsoft Office Suite and other standard office software
- Excellent written and oral communication skills
- Bachelor’s degree

EXPECTATIONS

- Genuinely enjoys engaging members and donors; warm, approachable and comfortable interacting with people of all ages and backgrounds; highly responsive to all members and donors without regard to their giving levels
- Passion for gardens or the natural world and for bringing those experiences to the public; high commitment to learning about the Garden
- Able to think strategically, keeping the big picture and broad institutional objectives in mind, while also being detail and analysis oriented
- Exemplifies highest standards of integrity, professionalism, discretion, excellence and accountability; demonstrates emotional intelligence and self-awareness; inspires confidence and trust; welcomes feedback
- Highly collaborative; a leader and team player able to motivate and organize staff and volunteers and bring together different departments within the institution to work towards shared goals; appreciates impact of his/her work on colleagues and the Garden’s success
- Exercises initiative to identify and solve problems with drive, flexibility and creativity
- Resourceful – able to do more with less and build upon challenges
- Able to work well under pressure and adapt easily to changing situations and priorities; exercises good judgment and stays focused on overarching goals
- Able to interact in an effective, tactful and professional manner internally, externally and with the public at large; responds graciously and promptly to the needs and requests of others
- Dedicated and ambitious to achieve organizational success; willing to pitch in and go the extra mile when needed
- Plan to participate in and support fundraising, cultivation and stewardship events and activities as a member of the Development team on nights and weekends as required
- Must be able to engage in a range of physical activity, including standing or sitting at a desk or computer and walking (sometimes on uneven surfaces) for extended periods of time. Must be able to climb a flight of stairs and lift/carry up to 25 pounds

HOW TO APPLY

Please submit resume and cover letter outlining background, experience, interest and salary requirements via email to AnnualFund@sfbg.org. SFBGS hopes to fill the position as soon as possible. Interested applicants should apply at their earliest convenience. No phone calls please.

San Francisco Botanical Garden Society is an Equal Opportunity Employer and welcomes applications from individuals who will contribute to its diversity.