



## Senior Manager of Membership Services

### Job Description:

Reporting to the Director of Philanthropy, the Senior Manager of Membership Services drives the growth and development of the membership program for the Vancouver Botanical Gardens Association (VBGA). The Senior Manager works closely with the Director, Assistant Manager and other staff/volunteers to execute membership strategies, to train and support membership staff and volunteers, and to monitor/report on membership program development. This includes overseeing the member services experience at the VanDusen Visitor Centre Membership Desk and in the Membership Office. The incumbent may work both remotely and in a shared office environment.

### Responsibilities:

#### Administration

- Develop and lead Membership Department strategy and programs
- Assist with the annual program budget for the membership program
- Maintain inventory and stock of membership collateral and office supplies
- Process and track donation requests and complimentary memberships issued
- Lead bi-annual Volunteer/Staff training/meetings with support from Assistant Manager

#### Marketing & Communications

- Collaborate with the Marketing and Communications Manager to develop membership marketing, strategy, promotions, website content and communications material
- Leverage VBGA marketing and communications tools to develop and produce membership promotions to incentivize new members and retain existing members, and create targeted communications regarding various policies, programs and events, etc.
- Oversee annual member survey and membership mailings

#### Customer Service

- Manage the member services experience at the VanDusen Visitor Centre Membership desk and in the Membership Office
- Provide high level of customer service to foster strong relationships with members, non-members, staff and stakeholders on the phone, in person, by mail and email
- Provide overall support to staff and volunteers in the Membership Office and at the Visitor Centre Membership Desk, and cover the desk when staff or volunteers are unavailable and/or during busy periods, as well as occasional evenings and weekends
- Develop opportunities for Members to connect and contribute in meaningful ways to VBGA's philanthropic efforts in collaboration with the Philanthropy team
- Handle escalated issues with members

### **Technology & Reporting**

- Be the contact for ActiveNet database issues (working with City of Vancouver ActiveNet team) and process new memberships, renewals and gift certificate purchases as needed
- Monitor status of membership initiatives through monthly/quarterly progress reports
- Liaise with the VBGA's Finance Department to complete financial reports
- Provide miscellaneous reports and information as requested by the Director of Philanthropy, Director of Finance and IT and the Assistant and Executive Directors

### **Staff & Volunteer Development and Supervision**

- Recruit, support and oversee Member Services Associates
- Supervise and support the Assistant Manager of Membership Services
- Collaborate with the Volunteer Engagement and Operations Manager to recruit and provide support to volunteers
- Lead department staff performance management and reviews
- Create a positive and empowered team culture

### **Team Support**

- Stay abreast of best practices and trends in Membership and member engagement, and adapt the program accordingly
- Work with the Director of Philanthropy to promote fundraising events and campaigns
- Collaborate with other departments and committees with events, meetings and projects as directed
- Provide backfill/support for Assistant Manager of Membership Services when necessary
- Other duties as assigned by the Director of Philanthropy and Assistant and Executive Directors

### **Qualifications**

#### **Education and Experience:**

- Post-secondary degree, certificate or diploma in office administration, event management, project management, volunteer management, membership management or equivalent level of education and relevant experience
- Minimum of 5 years experience in office administration, event/project management, volunteer management, membership management, retail, hospitality or tourism sector management or a combination
- Minimum of 5 years progressive management experience (including staff and volunteers) in a related field, preferably in membership management with knowledge of best practices in HR policies and processes

#### **Required Skills:**

- Strong written and oral communication skills with the ability to work well with a wide range of people (email, phone and in-person)
- The ability to maintain strict confidentiality of member and organization information (knowledge of PIPA and CASL would be an asset)

- Strong working knowledge of Microsoft Office products
- Experience with database software (ex. Donor Perfect, Raiser's Edge, ActiveNet or Better Impact)
- Familiarity with nonprofits and/or membership best practices, tools and techniques an asset
- Excellent organizational skills and the ability to work in a busy work environment while meeting daily, weekly and monthly deadlines
- Experience using marketing and communications channels to promote products and services would be an asset
- Familiarity with basic fundraising concepts and practices would be an asset
- Proven leadership abilities and capacity to manage a diverse team
- Effective decision-making skills

**Personal Characteristics:**

- A mature, self-motivated individual with sound judgement, excellent interpersonal and communication skills, and the ability to manage multiple tasks within a team environment
- Highly adaptable and able to prioritize
- Thinks strategically and is creative in planning and problem-solving
- Innovative and enjoys leading change
- Excels in an open-concept and collaborative work environment, with flexibility and willingness to assist others
- Dedication to environmental awareness and sustainable living

**Availability:**

Required full-time, 35 hours a week Monday - Friday. This role may be a combination of remote and in person.

Start date: August 2022.

We offer a competitive salary, paid vacation, and benefits package, professional development opportunities, and a flexible work environment. Applications will be considered as they are received. To apply, submit your resume and cover letter by June 30 to: Adina Spivak, Director of Philanthropy [aspivak@vandusen.org](mailto:aspivak@vandusen.org).

*Thank you in advance for your interest. Only candidates selected for an interview will be contacted.*

The VBGA is committed to employment equity and diversity and encourages applications from all qualified candidates, including people of any sexual orientation, gender identity, or gender expression; Indigenous peoples; visible minorities and racialized people; and people with disabilities.