



Membership Manager Festival of Arts/Pageant of the Masters

Department: Marketing; reports to the Director of Marketing and Public Relations

Employment Status: Full-time, year-round, salary exempt

Hours: Off-season mostly M-F business hours, 8am to 5 pm with occasional nights and weekends. June, July and August may include weekdays, weekends and evenings, depending on the needs of the business. Expected to be frequently on the Festival grounds in the evenings in July and August.

General Description

The Festival of Arts Membership Manager is responsible for developing and implementing a comprehensive membership program that fulfills the mission statement of the Festival of Arts and provides year-round exposure. This includes membership acquisitions and retention, upgrading and fulfilling membership benefits; creating and maintaining excellent relationships with the Festival's membership and potential donors; and strategic planning of and attendance at all membership events and activities. The membership manager is responsible for managing the membership budget and overseeing adherence to bylaws and the board election process.

Essential Duties and Responsibilities

Membership Acquisition and Retention

- Stewards the membership program. Develops strategies to attract new members to the organization and retain current members.
- Collaborates with marketing and guest services departments to create and implement effective online and offline marketing campaigns to attract new members, renew current members, and re-engage lapsed members. Coordinates with other departments to provide exclusive member experiences.
- Processes membership dues and renewals in collaboration with Guest Services; processes new applications for membership; and maintains accurate and confidential membership records. Sends thank you letters for memberships and donations.

Membership Related Events

- Responsible for the overall planning, budgeting, development, and execution of year-round membership activities to build public awareness, interest, and Festival/Pageant attendance.

Member related events include (but are not limited to) Laguna Appreciation Night, VIP Night, Night, Gala event, Membership Appreciation Day, Membership field trips, Annual Membership Meeting, VIP Member Holiday Celebration, and other events in conjunction with fundraising activities. Adheres to budget parameters for each event.

- Works with operations and the exhibits and events' departments for any technical or other event planning support as needed.
- Organizes, assigns, and distributes tickets to the VIP Pageant Preview and Laguna Appreciation Night. Receives and evaluates media ticket requests – making judgment calls with the Marketing and Public Relation Director on who receives tickets and how many based on supply and demand of tickets.

Communication with Members

- Serves as a key public interface between the Festival and its members. Writes compelling renewal letter copy and email solicitations, and works with the Marketing Director on member communications and appeals. Provides the marketing department with accurate information for the design and production of any printed materials necessary for the membership function.
- Develops Festival of Arts membership newsletter content including contributing articles, ideas, timetable, and proofing responsibilities.
- Develops and manages strategies to encourage members to contribute financially beyond membership dues.
- Serves as an information source for the membership and special events inquiries (i.e. where to park, what bus to catch, shuttle service, local dining, information on other festivals, special event activities, etc.).

Membership Outreach

- Attends and presents membership opportunities at corporate and community organization receptions to recruit potential members. Foster a sense of community among members through networking opportunities and forums.

Member Benefit Planning and Distribution

- Responsible for defining, planning, coordination, managing and handling of all membership benefits, including special benefits for higher-level members. Ensures delivery of membership benefits across all membership levels. Works with the marketing department in designing and arranging for the fabrication of all Festival membership souvenirs.
- Track success metrics of membership benefits and programs, using data to assess effectiveness. Provide insights from member interactions and feedback to inform marketing campaigns and initiatives.

Election Duties

- As the lead member of the Elections Committee, distributes nomination forms and ballots of the election of directors as dictated by the by-laws. Works in collaboration with the marketing department to design and print nomination forms and ballots.
- Oversees the election process including verifying membership eligibility, tallying votes, and ensuring accuracy and transparency in the voting results. Organizes and facilitates the annual membership meeting, ensures compliance with the organization's bylaws and governance requirements. Reviews and recommends any by-law amendments along with selected committee as appointed by the board of directors.

Group Sales

- Creates strategies for increasing and facilitating group sales, makes sales presentations, manages group databases and actively participates in community groups that could benefit group sales. Identifies and requests marketing materials directly from the marketing department for distribution. Conducts facility tours for those interested in bringing groups to the Festival or Pageant.
- In coordination with Guest Services is responsible for holding and allocating seats, invoicing, collections, customer service and providing weekly reports to the guest services director. Duties also include providing information of use to groups regarding activities and facilities both on the Festival grounds and in the local area.

Administrative Duties

- Performs administrative duties, prepares PO's, maintains files, and orders supplies. Maintains and updates membership database (i.e. address changes) Answers all email, telephone and written inquiries from members in a timely manner.

Requirements

- High School diploma, Bachelor's Degree preferred
- 3 to 5 years of membership, marketing, or fundraising experience.
- Broad knowledge of the principles of fundraising and marketing.
- Ability to effectively manage direct mail campaigns targeted to individual donors.
- Proven event management expertise with the ability to take an event from conception through completion.
- Solid customer service experience, and an ability to communicate effectively
- General knowledge and interest in art and an understanding of the organizational structure and procedures at non-profit arts institutions.
- Ability to work independently while being an integral member of a high-functioning team.
- Self-starter able to manage several projects at once, including ability to handle confidential information with complete discretion.
- Knowledge of how to build and track budgets
- Proficient computer skills and in-depth knowledge of relevant software such as Google Cloud Services, Microsoft Office.
- Excellent verbal, written and interpersonal skills.
- Available to work events on evenings and weekends as needed.
- Must be able to work in an outdoor environment with exposure to dust, various temperatures and weather conditions.

Employment is contingent upon a satisfactory criminal background and reference check.

Compensation and Benefits: Salary range for this exempt position is \$67,000 to \$74,000 annually.

100% individual health insurance coverage of medical, dental and vision insurance, and life insurance, 403(b) Retirement account with up to 5% match after one year of service, discount on Pageant tickets, on-site dining and gift shop during summer season, accrued vacation, paid sick time, and 19 paid company holidays.

To Apply: Please complete an online application and provide a resume and cover letter.