



Palm Beach Zoo Job Posting

Title: Membership Manager
Department: Guest Services
Reports To: COO/CFO

SUMMARY:

The Palm Beach Zoo has a great opportunity for a person who has a talent for relationship development, including guest, member, and business relations. This position is responsible for all aspects of the Zoo's member programs and will be accountable for meeting and/or exceeding goals for membership sales through new member acquisitions, renewal campaigns and membership communications, with a focus on industry, community and communication trend analysis.

SPECIFIC RESPONSIBILITIES:

- Developing a strategy to optimize the Zoo's membership structure, programs, benefits and pricing,
- Developing and executing plans to meet and/or exceed membership sales goals, including new member acquisitions, membership renewals and membership benefit plans,
- Developing and executing an employee membership program for business partners,
- Promotion of upgrades as well as providing a clear explanation of membership discounts and benefits including responsibility for all collateral materials,
- Providing excellent customer satisfaction and visitor service in a variety of capacities depending upon business needs to ensure that members and prospects feel valued,
- Develop and implement a proactive strategy for member points of contact to fully engage members and prospects with the Zoo,
- Timely, professional response to member inquiries, requests and concerns,
- Day-to-day operations of all membership software, while coordinating with admissions and IT departments to ensure accuracy and integrity of all member information across multiple database platforms,
- Work closely with the Marketing and Development departments to refine member communications and produce quality solicitations in both print and digital formats,
- Work with Development in identifying potential donor members and assist with nurturing these prospects,
- Motivate and train admissions staff on an ongoing basis on all aspects of memberships so that staff members can confidently and accurately convey to costumers the features and benefits of all membership levels to ensure accuracy and skills in our sales process,
- Prepare and distribute both standard and on demand reporting related to membership sales, renewal rates, member demographics and other membership related data,
- Preparation of annual budgets and forecasts as well as business plans for new member related initiatives.

REQUIREMENTS:

Education: Bachelor Degree or 2-3 years of experience in membership or sales environment.

Ability to work weekend, holidays, and availability during special events and emergency situations is required.

SKILLS:

Excellent verbal & written communication skills, outgoing, self-starter, highly organized, customer services skills, ability to work with the staff & public, computer literate especially in database management and report preparation, special events & promotional skills. Have a working knowledge and understanding of non-profit organizations.

EXPERIENCE:

Previous experience reporting to Senior Level Management as well as marketing, events and promotions management, budget and report preparation, coordination and sponsorship solicitation, sales and customer service.

The Palm Beach Zoo is an Equal Opportunity Employer and a Drug-Free Workplace.

Please submit resumes to:

Kerri Perusse- Human Resources Manager

kperusse@palmbeachzoo.org

Or by fax: 561-585-6085