

El Rancho de Las Golondrinas Living History Museum
Job Description
Membership & Marketing Manager

Job Summary:

The Membership & Marketing Manager plays an integral role in attracting, retaining and engaging museum members. The Membership & Marketing Manager will work closely with the Director of Development to execute the organization's membership strategy and will be directly responsible for the management of all data and processes related to membership recruitment and retention. The Membership & Marketing Manager will oversee the operations and logistics of member engagement events, including special member days at the museum, special events and sales for members and other events/programs. The Membership & Marketing Manager is responsible for keeping the annual advertising calendar, scheduling ads, and working with graphic designers to create advertising campaigns. The Membership & Marketing Manager works with the website manager to keep member pages and business member information current. The position is expected to work during all festival weekends but will otherwise have a Monday-Friday schedule; subject to change as needed. This position reports to the Director of Development.

Duties and Essential Functions: Member Recruitment and Retention

- Responsible for the management of all membership data, tracking and reporting, including but not limited to:
 - Updating and maintaining membership records
 - Managing recruitment and retention tracking and reports
 - Collecting and analyzing current, new, lapsed and potential member information
 - Managing all aspects of the database
 - Overseeing and tracking membership renewals and reminders
 - Creating annual Membership Direct Mail Campaigns
 - Creating and mailing new member welcome packets and letters
- Assist museum members with day-to-day needs, including facilitating member benefit usage
- Oversee gift memberships and giveaways to partner organizations, other nonprofits
- Manage and work front of house member recruitment at all festival weekends
- Prepare quarterly membership report for Board meetings
- Other duties as assigned

Duties and Essential Functions: Marketing and Advertising

- Manage and strategize all marketing and public relations activities including print, radio and online advertising; press releases; media inquiries and interview requests.

- Create and maintain the annual Advertising Calendar, including but not limited to:
 - Annual and semi-annual check-in with media sources to ensure correct contact info; deadlines for ads
 - Negotiate ad rates, including any trade or sponsorship benefits
 - Analyze prior season ads and work with Marketing Team to create new season look and messaging
- Other duties as assigned

Qualifications:

Required-

- Bachelor's degree or equivalent and at least 2 years professional experience
- Demonstrated ability to provide quality customer service
- Highly organized and detail-oriented, flexible and collaborative with an ability to prioritize and manage multiple tasks
- Excellent written, organizational and oral communication skills
- Possess a positive and collaborative attitude
- Attention to detail
- Strong interpersonal skills and an ability to work with and engage the public
- Ability to be diplomatic and awareness of appropriate workplace interactions
- Thorough understanding of sensitivity to guests, volunteers, and staff
- Awareness and sensitivity to local cultures
- Proficiency in Microsoft Office suite, including Excel, Word and Power Point
- Demonstrated facility with managing a database, including creating and running reports

Preferred-

- 1-3 years museum experience
- Knowledge of New Mexico and Spanish Colonial History
- Familiarity with Santa Fe and Northern New Mexico History and Culture
- Bilingual: English/Spanish
- Experience in creating membership campaigns, including direct mail
- Experience in program planning, implementation and evaluation

Additional Requirements-

- Excellent and open communicator; ability to write and speak clearly and effectively to deliver consistent messaging to guests, staff and volunteers
- Ability to work independently and in a timely manner
- Ability to maintain regular and timely attendance
- Contribute to values-based culture and demonstrate adherence to the highest ethical standards
- Ability to help guests and volunteers feel warmly welcomed and heard

- Ability to work on several projects at once and ability to work with supervisor to prioritize
- Able to climb stairs, carry and lift 30 pounds stand/walk and sit for extended periods of time
- Ability to work in dusty environments, hot and cold climates, and outdoors
- Ability to comply with and adhere to all internal procedures, processes and policies, as well as Las Golondrinas' core values and mission
- Able to work a non-traditional schedule including weekends, evenings and nights.

This Full-Time Position is salaried and includes health and dental insurance, paid sick and vacation leave, birthday bonus check, 401K after one year of employment and 2 weeks paid end-of-year holiday vacation.

Send Cover Letter, Resume, References and Writing Sample (preferably marketing related or press release) to Jackie Camborde at jackiecamborde@golondrinas.org