

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

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 Advancement 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 also 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, working with graphic designers to create advertising campaigns. The Membership & Marketing Manager works with the website host to keep member pages and business member information current. The Membership Manager creates and edits the monthly E-Newsletter as well as creates, schedules and posts to social media. This position reports to the Director of Advancement.

Essential Job Function: Member Recruitment and Retention

- Responsible for management of all membership data, tracking and reporting, including but not limited to:
 - Update and maintain membership records
 - Manage recruitment and retention tracking and reports
 - Collect and analyze current, new, lapsed and potential member information
 - Manage all aspects of the membership database
 - Oversee social media, create and maintain social media posting calendar
 - Responsible for all aspects of website and updates
 - Create annual Membership Direct Mail Campaign
 - Create and mailing New Member Welcome Packets

- Assist museum members with day -to day-needs, including facilitating member benefit usage
- Oversee, and execute as needed, the regular print and electronic communications related to an organization's membership status, renewal, etc.
- Oversee gift memberships and giveaways to partner organizations, other nonprofits, etc.
- Manage and work front of house admissions/member recruitment at all festival weekends

Essential Job Function: Marketing and Advertising

- Create and maintain the annual Advertising Calendar, including but not limited to:
 - 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 Director of Advancement to create new season look and messaging
- Other duties as assigned by Director of Advancement

Candidate Requirements-

- 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
- Program planning, implementation and evaluation experience preferred
- Demonstrated facility with managing a database, including creating and running reports
- Experience in creating membership campaigns, including direct mail

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 manage projects from start to finish
- 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

This position is required to work all festival weekends and other events as needed throughout the season, but will otherwise have a Monday-Friday schedule.

This Full Time Position is salaried and includes health insurance, paid sick and vacation leave, birthday bonus check, 401K after one year of employment, Holiday vacation.

Please send cover letter and resume electronically to jackiecamborde@golondrinas.org. No phone calls, please.