

## MEMBERSHIP COORDINATOR

### JOB DESCRIPTION

**Classification Responsibilities:** A Membership Coordinator is responsible for planning, overseeing, implementing, and coordinating the membership and Annual Fund program for the Mesa Arts Center and its donor stewardship programs, and assisting the Mesa Arts Center Development staff and Mesa Arts Center Foundation in setting and exceeding annual financial and customer service goals.

Responsibilities include: **Direct Fundraising:** Developing strategies and plans to acquire, renew, and upgrade membership and donor contributions; leveraging multiple fundraising channels including direct mail, tele fund, website, social networking sites, and email; designing, implementing, and evaluating membership, Annual Fund, and special purpose fundraising campaigns. **Marketing and Communication:** Creating multiple direct mail solicitations from developing concept to drafting copy, segmenting donor lists, and coordinating with marketing and production to meet fundraising goals and deadlines; assisting with or designing presentation materials for membership and other fundraising purposes; and performing related duties as required; managing the production and writing content of membership materials, including writing and editing copy for direct mail appeals, brochures, website, mass emails, and articles; and working closely and meeting with the Foundation Membership Committee periodically to discuss and implement recruitment efforts. **Event Planning:** Coordination of membership events, up to 20 in a given year; serving as membership concierge; collaborating with all campus entities on member and other fundraising events, including working with board members, volunteers, catering contractors, entertainment and operational staff to ensure smooth flow of events; and implement the bid process, according to City policy. **Donor Services:** Coordinating, problem solving, and providing resource support for higher end members; serving as membership concierge, such as ordering tickets for higher level members; and processing membership payments and acknowledgements in a timely manner. **Information Management:** Supervising data entry, ensuring membership and other donor and sponsorship lists are up to date, monitoring the system, and tracking member and other fundraising mailings and responses, and other data; generating leads and lists for campaign appeals; and performing regular data analysis on lead segmentation, overall campaign revenue, and analysis. **Donor Stewardship:** Fulfill donor benefits and some special events, providing effective donor stewardship and continued engagement. **Research:** Investigate potential funding sources and collect data needed to analyze gift potential and create solicitation strategies; review research results with members of the development team.

**Distinguishing Features:** A Membership Coordinator may be required to work evenings, weekends, and holidays to accommodate scheduled events and activities. Supervision is received from the Cultural Development Coordinator who reviews work through observation, conferences, reports, and results achieved. This class is FLSA exempt-administrative.

### QUALIFICATIONS

**Employee Values:** All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

**Minimum Qualifications Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Business, Arts Administration, or a related field. Good (1 - 3 years) paid development work experience that includes designing, implementing and evaluating annual and special-purpose fundraising campaigns, working with donors/members/volunteers, working with vendors (printers, caterers, etc.), and creating systems for accurate record keeping.

**Special Requirement.** Must possess a valid Arizona Driver's License by hire date.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Marketing/Communication experience, especially as it relates to presentation and visual layout of materials and special event coordination experience are preferred.

## **ESSENTIAL FUNCTIONS**

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

**Communication:** Communicates with the general public, including donors and members, other City employees, vendors, board members, volunteers, and representatives of related arts groups and organizations in order to plan, organize, schedule, coordinate, and supervise specialized elements of membership and fundraising event planning, and related volunteer services. Answers questions, problem-solves with appropriate Mesa Arts Center entities, and handles complaints and problems. Instructs and/or trains part-time staff, contracted employees, and volunteers as needed. Assists in the preparation of presentation materials, periodic reports, and special reports. Maintains statistics and any other necessary records to justify and support programs.

**Manual/Physical:** Must be conversant with desktop publishing applications to assist in creation of presentation materials, following the template designed by graphic artists or designing them, communicate with printers and use desktop abilities to create visuals needed in membership, fundraising and sponsorship activities. Familiar with website content management for updating website, sending eblasts, etc. Operates a variety of standard office equipment. Enters data or information into a personal computer (PC) in order to produce written documents. Maintains contractual and activity records. Arranges for payment of temporary staff. Operates a car, van, or pickup truck requiring a standard Arizona Driver's License to pick up and deliver materials and/or supplies.

**Mental:** Creates and manages systems of accountability, and implements them so that membership and sponsorship benefits are met and managed; must be able to manage several projects at one time, and keep them on track; must be able to think ahead and anticipate problems and solutions. Organizes, plans, schedules, and evaluates a variety of activities related to membership and donor cultivation and stewardship event planning and sponsorship recruitment. Problem-solves for membership and fundraising program, and coordinates activities relating to membership and fundraising implementation. Conducts research and analysis. Comprehends and makes inferences from written materials such as reports, memos, and letters to make plans, organize and implement programs, and to communicate to

those involved. Understands and interprets layouts and other visual aids, such as electronic and printed brochures and flyers to persuade, communicate, and inform. Learns job-related material through on-the-job training regarding member, board, and volunteer development.

**Knowledge and Abilities:**

Knowledge of:

fundraising membership programs in general, and methods involved in organizing, conducting, and coordinating a fundraising membership program;  
laws and regulations regarding charitable giving;  
event planning, including coordination and execution involved in producing events for specialized participants;  
donor relations and Moves Management;  
creating systems for recordkeeping, including specialized fundraising databases;  
the process and procedures used in applying for state and other arts-related funding sources; and  
basics of graphic design and presentation.

Ability to:

articulate the mission, purpose and programs of the Mesa Arts Center and share a passion for arts and arts education;  
understand the membership, donor and sponsor base and its communication and service needs;  
coordinate complex activities;  
monitor accounts and funds;  
establish and maintain effective working relationships with subordinates, coworkers, and staff involved in memberships and event planning, such as volunteers, staff, and contractors; and  
listen well, and communicate effectively with employees and volunteers having varied backgrounds and values.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 03/18

MJ/rb/aa

CS4144.DOCX

EEO-ADMIN

JOB FCTN-ADM

INCREMENTS 56-200

PAY GRADE: 45

IND-9410

SWORN-No