

## **VANCOUVER ART GALLERY ASSOCIATION MATERNITY LEAVE FULL-TIME POSITION AVAILABLE MANAGER, MEMBERSHIP PROGRAMS**

Reporting to the Director of Marketing, Communications & Public Affairs, the Manager, Membership Programs is responsible for overseeing and implementing membership campaigns.

The Manager, Membership Programs works with the Director of Marketing to generate long-term support from the community through the membership campaigns. Responsibilities include: planning and implementing membership acquisition/retention campaigns; writing persuasive direct mail and other collateral materials; designing promotional campaigns or special events to attract member prospects and retain current members; coordinating the cultivation, solicitation and recognition process for assigned supporters and participating with senior Marketing staff in identifying opportunities for graduating members to higher membership levels.

Responsibilities include:

- Developing an annual plan for membership development; establishes long and short-term goals and campaign strategies for membership acquisition, retention and renewal; identifies target groups or possible market expansion; develops cultivation and incentive strategies, and identifies creative promotional activities.
- In consultation with the Director of Marketing sets the annual membership budgets. Tracks expenditures; produces month-end and year-end financial and membership reports as well as next-day post event campaign results.
- Writing renewal, retention and acquisition direct mail and collateral membership materials, and promotional copy as required; liaises with external design, print and distribution firms as necessary.
- Coordinating the Young Leadership Circle, Associates and the Young Associates programs, including event planning, budgeting, cultivation and retention campaigns.
- Supervising the clerical functions associated with processing memberships including overseeing the renewal process; attends to and resolves membership renewal problems; provides direction to data entry staff or volunteer engaged in support activities.
- Liaising with the Database Coordinator to define membership needs in the Gallery's integrated fundraising database; ensures membership data is entered in a timely and accurate manner.
- Providing guidance, direction and supervision to volunteers or students who are involved in the support of the above activities.
- Supervising the Membership Desk staff, and assists as necessary.

### **QUALIFICATIONS:**

University graduate in communications, commerce or a related field plus a minimum of three years' experience in progressively more responsible Membership positions. Previous responsibilities for planning and undertaking promotional programs and Membership cultivation in addition to supervisory experience required. The candidate will also have experience working in a non-profit setting, writing a range of direct mail solicitation materials, fundraising copy, advertisements, and other correspondence. Excellent fundraising and Membership database skills (preferably Raiser's Edge) and intermediate to advanced MS Office skills are required. The ideal candidate must have excellent written and oral communication skills, demonstrated organizational capabilities and the ability to supervise and coordinate all Membership activities. Proven ability to work in a tactful and professional manner with the public, Members, donors, volunteers and colleagues required.

**SALARY:** Pay Grade 23, step 1, \$27.90 per hour

**HOURS:** Monday to Friday; nine day fortnight. Some flexibility working evenings.

Please send your resume, in confidence, by Friday, April 28, 2017, to the Director of Human Resources, Vancouver Art Gallery, 750 Hornby Street, Vancouver, B.C. V6Z 2H7, Fax: (604) 682-1086 or email: [hr@vanartgallery.bc.ca](mailto:hr@vanartgallery.bc.ca)