

VANCOUVER ART GALLERY ASSOCIATION
FULL-TIME POSITION AVAILABLE
MEMBERSHIP LIFECYCLE MARKETING ASSISTANT (Office Support III)

Working with the Manager, Membership Program, the Membership Lifecycle Marketing Assistant assists in building, testing and implementing lifecycle marketing programs aimed at optimizing engagement, loyalty and retention of the Gallery's membership base. The incumbent will be required to collect, report and analyze qualitative and quantitative data sets to drive hypotheses that influence strategic member engagement programs and campaigns.

Working with the Manager, Membership Program, the incumbent ensures that the Gallery has a meaningful dialogue with its members, maintains highest levels of customer service, and delivers cross-channel lifecycle marketing programs and activities (mail, email, social, partner, in person/membership desk) to maximize the member lifetime value.

The incumbent participates in the management of the Raiser's Edge membership database, performs data entry, updates and revises donor and Membership records in accordance with the policies and procedures for consistent data handling.

The Membership Lifecycle Marketing Assistant also provides administrative support to process Membership dues and donations, discusses problem accounts with the Manager, Membership Programs for follow-up; produces membership benefit packages and reports for departmental and accounting purposes; and covers at the Membership Desk as needed.

QUALIFICATIONS:

- Post-secondary courses in Marketing and Communications.
- Three years of marketing experience, in a non-profit fundraising environment is an asset.
- Proficiency in Raiser's Edge database (including applications for donor, membership and event components),
- A deep understanding of customer lifecycles.
- Strong analytical and communication skills.
- Attention to detail and a high level of accuracy are required; in addition to the ability to prioritize projects and meet deadlines using timeline planning skills and techniques.
- Discretion in the handling of confidential matters is required.
- The ability to work evenings and weekends occasionally is required.

SALARY: Pay Grade 14, Step 1, \$19.82 per hour.

HOURS: 70 Hours Bi-Weekly.

Please submit your application to the Director of Human Resources by 5:00 pm on Thursday, March 15, 2018, 750 Hornby Street, Vancouver, B.C. V6Z 2H7, Fax: (604) 682-1086 or email: hr@vanartgallery.bc.ca

We thank all applicants for their interest; however, only those short-listed will be contacted.