Santa Fe Botanical Garden

JOB DESCRIPTION

Job Title: Director of Member and Visitor Engagement  
FLSA Classification: Exempt

Pay Rate: $50,000-60,000  
Part Time:  
Full Time: □

Supervision Received: Position reports to the Executive Director

Supervision Exercised: Supervises the Membership Administrator, Communications Coordinator, and Graphic and Marketing Design Staff

Job Summary:

In partnership with the Executive Director and other appropriate senior staff, provide leadership in the planning, management, and implementation of (1) the SFBG Membership plan; (2) annual giving programs; and (3) compelling visitor engagement experiences that are designed to generate revenue, engage new and diverse audiences, while adhering to the mission and values of the SFBG. This individual is responsible for achieving annual revenue goals and building a robust member donor base.

Essential Responsibilities:

Include but are not limited to:

- Achieving annual revenue goals for each membership level (individual and corporate) and the Annual Fund.
- Lead the programs for the management of annual giving, membership renewals, acquisitions, and member communications (e.g., appeals, publications, invitations).
- Direct the activities of the Membership Administrator.
- Oversee market research and surveys to ensure membership growth and engagement.
- Manage regular reporting to demonstrate progress toward goals, identify areas of concern, and adapt strategies accordingly.
- Manage stewardship of higher-level members.
- Design and implement members’ events.
- Design and implement special and seasonal event, public lectures, concerts, and fundraisers.
- Implement strategies to convert visitors to members.
- Represent the SFBG to members, donors, and the public.
- Works closely with the Directors of Education and Interpretation, Horticulture, and Operations.
- Participate in senior management planning committee meetings.

Additional Responsibilities:

- Other duties as assigned by the Executive Director.

Competencies:

Director of Member and Visitor Engagement 11/16/22
• Must have excellent written and verbal communication skills and communicate effectively with a variety of audiences.
• Must have excellent active listening skills.
• Must adhere to the highest standards of confidentiality and best practices for development professionals.
• Must have excellent organizational skills with attention to detail and time management.
• Must be goal-oriented, yet flexible and adaptable to the needs of the organization and its constituents.
• Must actively participate in long-range planning.
• Must be committed to the mission of the SFBG and its core values, particularly honesty and integrity.
• Must be a positive and motivating presence while embracing change and challenge.
• Must be self-motivated and disciplined.

**Education Requirement**

• BA/BS degree in business, marketing, communication, or related field.

**Experience Requirement**

• 3-5 years of non-profit experience with demonstrated success in membership, annual fund, and/or event planning/management, or a skilled fundraising professional with strong donor acquisition and retention experience.

**Knowledge, Skills, and Abilities:**

**Required:**

• Proficiency with Microsoft Office and Google applications, and experience working with database systems.

**Preferred:**

• Working knowledge of Altru database.
• Knowledge of horticulture, botany, and/or botanical gardens.
• Supervisory experience.

**Special Requirements:**

• Valid New Mexico Driver’s license.
• May be required to work weekend or evening hours or on holidays.

**Physical Requirements:**

• Must be able to work varying hours, including evenings and weekends, and occasionally holidays.
• Must be able to walk on uneven ground and go up and down stairs.
• Must be able to lift and haul materials up to 50 lbs.
• Must be able to assist with the setting up of and take down of Garden events.

**Working Environment:**

• Work is primarily performed in an office environment.
Equal Employment Opportunity:

The Garden is committed to Equal Employment Opportunity. It is our policy to encourage and support equal employment opportunity for all associates and applicants without regard to gender, age, race, color, creed, religion, national origin, ancestry, citizenship, sexual preference or orientation, gender identity, spousal affiliation, marital status, military/veteran status, handicap or disability or membership in any other protected group.

Americans With Disabilities Act:

Applicants as well as employees who are, or become, disabled must be able to perform the essential job functions either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

To Apply:

Please send your resume and cover letter as attachments via email to hr@santafebotanicalgarden.org and include "Director of Member and Visitor Engagement" in the email subject line.

Applications will be reviewed immediately until the position is filled.

The Santa Fe Botanical Garden celebrates, cultivates and conserves the rich botanical heritage and biodiversity of our region. In partnership with nature, we demonstrate our commitment through education, community service, presentation of the arts, and the sustainable management of our public garden.

For more information, visit us online at santafebotanicalgarden.org.