



## Connecticut Science Center Marketing & Membership Manager

**Job Title:** Marketing & Membership Manager

**FLSA:** Full Time (40 hours), Exempt

**Reporting to:** Primarily to Director of Marketing

### **Summary:**

Serving more than 300,000 adults and children each year, the Connecticut Science Center is the state's premier destination for informal science learning, a top tourist attraction, a hub for teacher training, and one of the state's foremost resources for science, technology, engineering and math (STEM). The organization's Marketing and Membership functions reside in the Advancement Department, which also includes Development. The Marketing & Membership Manager is responsible for implementing strategies to drive attendance and paid membership to the organization. This position works across the organization and with outside partners to execute plans to increase visibility to target markets, support sales and attendance goals, and develop brand awareness. It has lead responsibility for producing a wide variety of events and a very high volume of collateral materials. In addition, it oversees strategy development, sales, pricing, fulfillment, and servicing of membership products as a key revenue source for the organization. The Marketing & Membership Manager supervises the Membership Coordinator, Marketing and Website Coordinator, and the Graphic Designer.

### **Key Responsibilities:**

#### Membership:

- Strategic planning of new and renewal membership sales, identifying new sales channels and promotions to increase revenue
- Forecast membership revenue and expenses
- Meet monthly revenue goals while staying within assigned budget
- Supervise the Membership Coordinator, ensuring a high level of productivity, customer service, and harmonious interactions within the department, across the organization, and with outside partners
- Oversee marketing, sales, and fulfillment of individual and family membership products
- Produce or oversee production of all membership-related communications, including monthly e-newsletter and inclusion in other marketing materials
- Analyze ongoing data and sales trends, and stay abreast of best practices and innovations in the field
- Work with Visitor Services and other departments to provide product and sales training
- Provide on- and off-site sales efforts and presentations as necessary
- Oversee production of, and staff, member events
- Ensure timely processing of membership sales and benefits, assisting with inquiries, sales, membership processing, and mailings during high-volume times
- Maintain in-depth knowledge of membership sales and processing procedures, and the Patron Edge and Raiser's Edge databases that support them
- Oversee weekly Membership revenue reporting to Vice President of Advancement, and monthly reports to Chief Financial Officer
- Other duties as assigned.



#### Marketing:

- Work with Marketing Director and others to implement the annual marketing plan
- Work with Marketing Director, Graphic Designer, and others to develop creative concepts for a wide variety of programs, promotions, materials, and events
- Write copy for and oversee production of compelling marketing materials, including website, direct mailers, e-newsletters, print and broadcast advertisements, brochures, flyers, and signage (billboards, banners, widow decals, and displays, bus and elevator wraps, digital media, posters, tray liners, etc.)
- Write press releases, articles, donor newsletters, and other Advancement-related items
- Maintain the House e-mail list and perform list hygiene regularly
- Maintain a robust and lively social media presence with a consistent, responsible, and effective voice to build awareness, promote events, communicate our mission, recognize sponsors, and present the Science Center as a thought-leader in our community
- Supervise Graphic Designer and Marketing & Website Coordinator to ensure accuracy, high-quality production values, and strict adherence to deadlines
- Work with Marketing Director, Visitor Services, Programming and others to develop special offers (coupons, discounts, etc) that drive attendance, revenues and strategic relationships
- Assist in planning and executing events, including Green Gala, Liquid Lounge, promotional or cultivation events, news conferences, etc.
- Work with Operations and other functions to ensure execution and maintain quality of signage plans
- Work with Operations to appropriately manage visitor expectations regarding programs and promotions
- Serve as Science Center representative at assigned functions, supervising occasional on-call workers at these events
- Other duties as assigned

#### **Requirements and Qualifications:**

- Extensive knowledge of marketing best practices, traditional and new media, sales and advertising tools
- Outstanding organizational skills with demonstrated ability to juggle multiple priorities and consistently meet deadlines with grace and good humor in a fast-paced, dynamic environment
- Superior writing ability for a variety of media: print and broadcast advertising, newsletter, website, promotional material, signage, targeted mailing, etc.
- Solid graphic design sense (hands-on ability to design is not required)
- Exceptional skill in proofreading and reviewing graphic design
- Ability to profile customer base and target desirable customers accordingly
- Exemplary interpersonal, communication, and analytical skills
- Can-do attitude and commitment to high-quality work
- Demonstrated experience in cross-functional and collaborative project management
- Expertise in membership database management strongly preferred; experience with Raiser's Edge, Patron Edge and NetCommunity/Spark a definite plus
- Accomplished user of Microsoft Office Suite
- Commitment to confidentiality and the sensitive handling of member information
- Willingness and ability to work a flexible schedule, including nights, weekends, and holidays as necessary
- Minimum one to two years of management experience
- Bachelor's degree and at least three years of marketing experience, ideally in a membership-related organization

Qualified applicants will go through an application process, interview process and must successfully complete a background check.



To apply, send a cover letter, résumé and two or three writing samples (preferably in different genres: newsletter, ad, radio script, flyer, etc.) to [HR@CTScienceCenter.org](mailto:HR@CTScienceCenter.org) by **Monday, March 21, 2016**. Please reference "*Marketing & Membership Manager*" in the subject line. Incomplete applications will not be considered.

The Connecticut Science Center is an Equal Opportunity Employer.