

**GREEN BAY BOTANICAL GARDEN  
POSITION DESCRIPTION**

**TITLE:** Membership & Volunteer Manager  
**DEPARTMENT:** Development  
**STATUS:** Exempt, Full-time,  
**REPORTS TO:** Director of Development, Marketing & Communications  
**DATE:** January 29, 2018

**Position Summary**

Manage membership constituency of 3,000+ members; actively recruit new members via events, direct mailings, and personal contact. Develop positive relationships for member and donor retention. Recruit, retain and recognize volunteers. Actively work to strengthen volunteer programs building positive and lasting relationships.

**Job Duties -- Membership**

1. Design and administer membership programs to include membership recruitment campaigns
2. Work within Altru database to keep current with member activities.
3. Guide Part-time Development Assistant during renewal process and data entry.
4. Review, develop and implement membership benefits.
5. Develop and implement the Corporate Partner Membership program.
6. As needed, prepare lapsed member report to review and discuss with GBBG staff, board members and membership committee.
7. Plan and implement Annual Meeting, Garden Party, With the Experts and members-only events including Private Garden Tour.
8. Respond to member and volunteer concerns.
9. Forecast revenue and analyze membership data.
10. Identify and serve members' needs for maximum retention.
11. Keeps membership and volunteer printed materials current.
12. Act as lead staff support for Membership Committee's quarterly meetings. Prepare minutes and reports supporting the Committee Chair and reporting to GBBG Board of Directors.
13. Participate with the team to carry out staff duties during special and public events to promote membership and volunteers.
14. Provides adhoc reports to senior management on membership and prospects.
15. Develop and maintain membership and volunteer budgets.
16. Prepare written communication to members.
17. Perform other duties as assigned.

**Job Duties -- Volunteers**

1. Manage and Implement volunteer recruitment to include: working with community groups to recruit volunteers, including the schools, Volunteer Center and senior groups, attend volunteer fairs and work with marketing.
  2. Screen potential volunteers via 1 on 1 meetings.
  3. Conduct background checks to screen potential volunteers.
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4. Create and manage volunteer sign-up and schedule through Sign-up.com for recruitment of event volunteers and other areas needed.
5. Plan and implement volunteer activities including Volunteer Appreciation Potluck, Weed and Feed meals, and annual Spring Kick-off event.
6. Maintain volunteer database in Altru.
7. Plan and implement the Volunteer Recognition program and annual benefits, including volunteer recognition and awards nominations.
8. Attends training and local network meetings such as BAMVS and State Association –WVCA.
9. Prepare written communication to volunteers.
10. Performs other duties as assigned.

**Education, Experience & Skills Required:**

- Bachelor's degree preferred
- Excellent written and verbal communications skills with a sincere desire to serve the public
- Superior interpersonal and relationship building skills
- Organizational skills, computer skills, including but not limited to database management, MS Office, and general computer knowledge. Knowledge of Altru Data base a plus
- Must be flexible in working hours and environment, as some events are held outdoors, and evening and weekends are required on occasion
- While position is generally a desk job, there are occasions when standing for up to 4 hours is necessary, and some lifting and hauling of materials up to 20 pounds is required