

Membership and Database Specialist

Position Summary

The Membership and Database Specialist is responsible for ensuring that the museum meets its annual membership goals, and that all museum data is accurate and up-to-date. This position supports the growth of the membership program as it relates to earned income, by driving new and repeat attendance, and working in close collaboration with the Education and Visitor Services team. This role is key to capturing institutional knowledge in order to drive business needs and solve problems. The Membership and Database Specialist reports to the Development Manager.

Primary Responsibilities:

- Responsible for accurately and efficiently maintaining the integrity of the museum's Salesforce database, along with managing all aspects of the database and assisting with related projects.
- Works with the Director of External Relations to develop an annual membership marketing plan to acquire and retain individual and or corporate members. Works with the Director of External Relations to assure website capabilities and content related to membership are current, aligned, and optimized in support of museum objectives.
- Employs contemporary outreach methods including but not limited to use of web-based media, direct mail, on-site and web site marketing, social media campaigns, and personal solicitation. Serves as primary point of contact for all membership needs.
- Produces regular reports, processes weekly and monthly mailings, membership processing and other outreach campaigns.
- Develops and performs database audits to ensure the integrity and security of all biographical information, transaction records, and museum shop inventory.
- Develops procedure manual; provide consistent review and evaluation of all data processes to ensure the most effective and efficient procedures are in place; and familiarize staff with current practices and procedures.
- Oversees duplicate records management; performs quality control measures. Assists in training new employees on Salesforce processes and resources, and trains staff to utilize the new features in Salesforce under the guidelines of best practices.
- Represents the membership program at various events and at presentations in the community.

1.10.2023

Skills and Qualifications:

Excellent communication and interpersonal skills. Ability to interact positively with a wide variety of people. Outgoing personality. Excellent organizational skills. Attention to detail and accuracy essential. Reliable and able to work independently and to apply judgment in a variety of situations. Demonstrated experience in Microsoft Word, Excel, and other database programs, preferably Salesforce. Minimum: B.A. or B.S. degree preferred. Museum experience preferred.

To apply, please send a resume and cover letter to Warren Lee, Human Resources Manager, Warren.Lee@lewismuseum.org