

**Saint Augustine Lighthouse & Maritime Museum, Inc.**  
**Job Description**

<b>Job Title:</b>	Membership and Legacy Program Coordinator	<b>Schedule:</b>	Work as scheduled, weekends, weekdays, events
<b>Reports To:</b>	Director of Development & Communications		
<b>Department</b>	Development & Communications	<b>FLSA:</b>	Non-Exempt

**Job Summary:**

The Membership & Legacy Program Coordinator develops and leads the St. Augustine Lighthouse & Maritime Museum’s efforts related to membership growth, onboarding, engagement, recruitment, activities, communication, and retention; as well as oversees the Legacy Program and the logistics of selling, personalizing, and placing legacy items (bricks, tiles, benches, trees, and more). The primary focus of this role is to keep membership and legacy program numbers up and to ensure program participants’ satisfaction with their Museum experience specifically related to membership and legacy program. Ultimately, the goal is for member and legacy program constituents to remain involved in the Museum and to contribute financially outside of their membership or legacy purchase. Increased engagement is key to success in this role. The membership and legacy program are earned income for the Museum.

**Essential Functions of the Position:**

- Develop and implement the annual plan for membership recruitment, retention, and engagement in the legacy program.
- Contributes strongly to the overall goal for this fiscal year to raise nearly \$535,000 through memberships, membership renewals, naming opportunities and the Legacy Program. The annual financial goal will likely increase each year.
- Ensure initiatives are effective; make recommendations as needed to optimize results.
- Maintain key reports and metrics; prepare monthly dashboards.
- Create and issue new and renewing member materials.
- Review member benefits and marketing strategies annually, to ensure they are consistent with member expectations.
- Research and analyze trends, innovations, and best practices in membership strategies; introduce creative ways to attract and engage members.
- Develop and implement on-boarding processes for new members and legacy program participants.
- In conjunction with the Communications Specialist, manage a comprehensive marketing program for member engagement, recruitment, retention and legacy program sales.
- Collaborate with internal teams and leadership to develop strategic membership and legacy program initiatives.
- Design and maintain reciprocal programing.
- Coordinate with legacy program vendors and ensure quality products and turn around time.
- Manage all functions of the membership and legacy program including information requests, processing paperwork, applications and renewals, maintaining membership and legacy program

records, communicating legacy program locations to constituents, collecting membership data and statistics, and coordinating with finance department to track revenue.

- Manage constituent records, relationships, gifts, funds, and campaigns within CRM.
- Process all gifts, memberships, legacy purchases and in kind and produce acknowledgements and tax receipts.
- Research, write and edit monthly newsletters for members.
- Backup Board Liaison duties in emergencies and if others are unavailable to perform.
- Provide outstanding customer support and respond to inquiries.
- Thank member and legacy program constituents in sincere, thoughtful, and creative ways.
- Organize member stewardship events,
- Cultivate and steward relationships and inspire constituents to increase engagement.
- Answer, screen and forward incoming calls. All staff are required to do this.
- Participate in site shifts and other on-site duties.
- Perform other duties as assigned.

### **Qualifications:**

The successful candidate will be a self-starter who is courteous of others, open to ideas and changes, and experienced in the fundraising field. A good sense of humor, an ability to work in a fast paced and challenging environment, and the ability to meet measurable fundraising goals based on budget projections and strategic and fundraising plans is essential.

- A minimum of a Bachelor's degree.
- Exceptional writing, editing, and proofreading skills.
- Willingness to work occasional evenings and weekends.
- Exceptional time management and organizational skills, sharp attention to detail, strong work ethic, excellent judgment, and discretion.
- Calm and professional demeanor, with the ability to adapt quickly to, plan for, and manage multiple projects in a fast-paced, high-expectation environment.
- Experience with a CRM product such as Donor Perfect or other donor management software
- Have knowledge in membership attraction and retention.
- Be comfortable with building external relationships with members and legacy program donors
- Ability to interface with individuals at every level of an organization, both internally and externally.
- Protects organization's value by following the Donor's Bill of Rights, keeping donor information confidential.
- Strong interpersonal and writing skills.
- Excellent computer skills including proficiency in Microsoft Word, Excel, Constant Contact, Canva and social media.
- Acts as a team player, supports colleagues as necessary, brings internal issues to leadership.
- Protects organization's value by following the Donor's Bill of Rights, keeping donor information confidential.

### **Essential Functions/Physical Requirements:**

The duties above indicate the essential functions of this job. Physical requirements are those in an office environment. Must be able to climb the lighthouse tower and perform required site guest safety duties for periods of 2.5-3 hours or as needed. Able to maneuver and carry up to 25 lbs.

## **Support our Mission:**

“To discover, preserve, present and keep alive the stories of the Nation’s oldest port, as symbolized by our working St. Augustine Lighthouse.”

## **Salary Range**

\$16.00 – \$17.75 per hour base range. Commission available per individual membership and legacy item sale.

## **Benefits**

A choice between a top-tier HMO or PPO healthcare plan. 0-3 years of service and we'll pay 80% of your healthcare premium, 3-5 years of service, and we'll pay 90%, 5+ years, and we'll cover it all!

Inexpensive vision and dental

Paid time off:

0-3 years accrues 2 weeks

3-5 accrues 3 weeks

5-10 accrues 4 weeks

10+ accrues 5 weeks

2 paid holidays per year

Retirement Plan - Simple IRA – we match up to 3%

Discounts to other Florida Attractions