



Membership and Development Manager

The Houston Botanic Garden is a 501(c)(3) nonprofit organization founded in 2002 with the enduring vision of community leaders to bring a world-class botanic garden to the city. The philanthropic community generously contributed \$38.4 million to Phase I of a 30-year visionary master plan created by internationally renowned landscape design firm, West 8, to transform the site of a municipal golf course into a botanic garden.

The Garden opened in 2020 as a major addition to the city's cultural institutions and urban green spaces. Located a short distance from downtown in underserved southeast Houston, our 132-acre site on Sims Bayou is filled with plants from the Gulf Coast and around the world in cultivated gardens and natural ecosystems viewed from scenic walking trails. Our mission is to enrich life through discovery, education, and the conservation of plants and the natural environment. Since opening, we have welcomed over 250,000 visitors and served over 3,000 member households.

The Houston Botanic Garden seeks an experienced, motivated, creative, and team-oriented Membership and Development Manager to manage our membership program, annual fund campaigns, and donor database and support our annual fundraising event. This position is a fundraising and development operations role. The Membership and Development Manager reports to the Director of Development and works collaboratively with our staff and Board of Directions. The Garden's fundraising team is comprised of three full-time Development Officers and a part-time Database Assistant Manager who work together to raise \$3 million of the Garden's \$5.5 million operating budget.

Responsibilities:

MEMBERSHIP

- Execute a comprehensive membership strategy focused on acquisition, engagement, retention, and stewardship to meet the annual revenue goal of \$375,000.
- Working with Tangible Strategies, execute two annual membership acquisition campaigns comprised of direct mail, email, social media, and text appeals.
- Plan and implement an annual schedule of member benefits and events in coordination with staff.
- Manage day-to-day membership operations and act as the key point of contact for our 3,000+ member households, delivering excellence in customer service and fostering strong relationships.
- Play the lead role in growing membership and increasing member engagement, as well as identifying and cultivating prospective members for upgrade opportunities.
- Produce membership materials, collateral, website content, e-communications, surveys, renewals, etc.

- Work with the Director of Development on an annual strategy for the cultivation of new Giving Circle members and the stewardship of our existing base, including the creation or curation of special members-only events and recognition opportunities.

ANNUAL FUND CAMPAIGNS

- Execute two annual fund campaigns a year to meet the revenue goal of \$100,000.
- Assist the President & CEO and Director of Development in the identification and recruitment of matching donors.
- Develop campaign theme, general and segmented messaging, and visual assets with input from the President & CEO and Director of Development.
- Oversee the production and distribution of solicitations in print, email, and text and prepare campaign content for our e-newsletter, website, text platform, and social media channels.

ANNUAL FUNDRAISING EVENT

- Support the Director of Development and volunteers to produce our annual fundraising luncheon to meet the revenue goal of \$575,000
- Develop and distribute host committee recruitment appeal and underwriter letter in print and email and prepare event content for our e-newsletter, website, and text platform.
- Oversee the design and production of the luncheon invitation, program, donor recognition signage, and other event collateral.
- Act as event point of contact, manage event logistics, and draft run of show and script.

DONOR DATABASE

- Enter and process donations and gift acknowledgments in Tessitura, analyzing and maintaining mail merges, acknowledgments, pledge reminders, and invoices within a specified timeframe.
- Set up exports and reports, import data from external sources (i.e. spreadsheets, event attendee data, etc.), and support development team with data extraction.
- Enter donor data into Tessitura, including gifts, pledges, biographical information, event registrations, contact reports, and any other data required for development purposes.
- Produce and explain new reports and exports, analyzing data for trends and ensuring database entry and reporting supports fundraising strategies and goals.
- Generate mailing and target lists for development team.
- Ensure donor monetary and in-kind gift entries are accurately and timely entered into Tessitura and perform monthly reconciliations between Tessitura and the general ledger in QuickBooks with finance staff.

Qualifications:

- Superb relationship management skills and strong commitment to exemplary customer service
- Exceptional written communication skills are mandatory with demonstrated ability in creating donor-centered solicitations for both print and digital delivery.
- Detail-orientation with a critical degree of accuracy regarding data entry and analysis, including financial and statistical record-keeping skills.
- Effective planning and organizational practices, with prior experience meeting multiple goals and deadlines

- Experience with customer relationship management (CRM) software required, Tessitura preferred.
- Integrity and highest standards of ethics and professionalism
- Proficient in Microsoft Office Suite
- Experience working with print vendors and mail houses
- Minimum of two years' experience in fundraising, preferably in culture, arts, museums, and/or the environment preferred or equivalent combination of education and experience
- Bachelor's degree from an accredited college or university in a related field preferred or equivalent work experience

Compensation:

- Compensation commensurate with experience
- Full-time, exempt position
- Hybrid schedule available
- Available some evenings and weekends, as needed with advanced notice
- Position is available on February 1, 2024.

Benefits: Medical, dental, and vision insurance, retirement savings match, short-term disability, long term disability, and life insurance available.

Application: Interested candidates should send a cover letter, resume, and three development writing samples to development@hbg.org. We will contact those candidates who most closely match our requirements. Interviews commence January 2, 2024. Employment is subject to passing a background check, and three references are required.

Thank you for your interest!