



ANNUAL FUND AND MEMBERSHIP MANAGER

Direct Supervisor:	Associate Director of Advancement		
Department:	Advancement	Job Category:	Category 1
Location:	Richmond, VA	Travel Required:	Limited, Local in Central VA
Level/Salary Range:	\$50,000 - \$60,000	Exempt/Non-exempt:	Exempt
Contact:	hr@lewisginter.org	Position Type:	Full-time
Date Posted:	July 8, 2021	Posting Expires:	Until Filled

Garden Overview

Mission

Lewis Ginter Botanical Garden’s mission is connecting people through plants to improve communities.

Vision

Lewis Ginter Botanical Garden, including the Lewis Ginter Nature Reserve, reveals the unity and integration of human and plant life, celebrates the fundamental significance of the natural world, and enriches communities through horticultural and educational excellence and innovative outreach activities.

Values

Responsibility, Innovation, Integrity, Hospitality and Inspiration

Founded in 1984, Lewis Ginter Botanical Garden is a nonprofit garden located in Richmond, Virginia’s Lakeside neighborhood. The Garden encompasses 82 acres, four lakes, 5,500 unique taxa of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre branch site, the Lewis Ginter Nature Reserve. Annually, Lewis Ginter engages over 17,000 students in innovative and exciting education programs. This cadre of identified learners is just a fraction of the more than 400,000 annual visitors to the Garden. In recent years, the Garden has been honored with inclusion in several top ten lists for botanical gardens in North America.

Lewis Ginter Botanical Garden is an Equal Opportunity Employer. We do not discriminate on the grounds of race, color, religion, sex, age, disability or national origin in the hiring, retention, or promotion of employees. We support the diversity and inclusion policy adopted by The American Public Gardens Association: to create an equitable, diverse and inclusive culture where the contributions of all community members are valued, respected and appreciated.

Job Description

The Annual Fund and Membership Manager will oversee the Garden's Membership program and Annual Fund. They will work with the Associate Director of Advancement to develop strategies to provide steady and significant growth in both numbers and revenue generated through the Annual Fund and Membership programs. Membership Services personnel will report directly to the Annual Fund and Membership Manager.

Responsibilities

- Devise strategic growth plans for the Annual Fund and Membership campaigns
- Execute the plans working collaboratively with the Advancement Communications Manager
- Strive for healthy growth in all segments of Annual Fund donors and Membership categories
- Supervise Membership personnel, embracing their professional growth and development while ensuring best practice in customer service, gift processing, record management and all other facets of the Annual Fund and Membership programs
- Manage a portfolio of 20-50 prospects, including the qualification, cultivation, solicitation, and stewardship of gifts with written engagement and focused solicitation strategies for donors \$2,500+ and others as assigned
- Using a Moves Management platform, continually monitor the portfolio to ensure healthy segments in all stages
- Help identify major gift prospects in collaboration with the Associate Director of Advancement
- Work independently and creatively to match donor interests with Garden priorities
- Engage existing and new donors in discussions regarding gift opportunities that align with Garden priorities
- Ensure that the importance of Members is kept in the forefront of the minds of Garden leadership and all Garden staff and volunteers
- Actively engage Members to grow the number of Member households
- Oversee and participate in data analytics for Membership and the Annual Fund
- Help create strategies based on the data analysis
- Help ensure that our data collection standards are within industry best practices

Skills and Abilities

- Excellent active listening skills.
- Must be a proactive, seasoned, successful, intelligent, intuitive and empathetic person.
- Must communicate clearly, effectively and comfortably in written and spoken word with guests, members, staff, Board, volunteers and vendors.
- Must adhere to the highest standards of confidentiality and best practice for development professionals.
- Must actively participate in the creation of long-range plans.
- Must be goal-oriented, yet flexible and adaptable to the ever-changing needs of our constituents.
- Must possess a commitment to the Garden's mission and its core values, particularly honesty and integrity.
- Must be a positive and motivating presence while embracing change and challenge.
- Excellent organizational skills with attention to detail.
- Ability to be self-motivated and disciplined.

Each employee of Lewis Ginter Botanical Garden

- Must comply with provisions of the current Employee Handbook, all published personnel policies and the requirements of their individual job descriptions
- Must perform all duties in a manner consistent with a public garden serving multigenerational and multicultural individuals, families in accordance with directed practices and procedures
- Must be aware of surroundings and vigilant to threats to the safety of visitors, volunteers, and staff or to security of their property, ensuring that all concerns are reported promptly
- Must report all injuries and incidents immediately and ultimately in writing to supervisor(s) and to Human Resources
- Must ensure compliance with all applicable federal and state laws and regulations
- Must perform other duties as assigned by supervisor

Physical Demands / Working Conditions

- Must be able to walk the Garden's campus frequently in most weather conditions
- Must be able to work occasional varying hours, including evenings and weekends
- Assist in setting up and breaking down Advancement events such as the annual Splendor Gala
- The position requires familiarity with all public areas of the 82-acre Garden property.

Note: Duties described above, other duties and physical demands have been identified as essential functions as required by the Americans with Disabilities Act.

Education and Experience

Preferred:

- BA or BS degree or equivalent
- Working knowledge of fundraising donor databases, with Raiser's Edge experience

Required:

- A minimum of 2-3 years of successful fundraising experience with both annual fund and membership experience.
- Personal commitment to the fundraising industry as evidenced by work ethic and high standards of best practice
- Advanced problem-solving skills
- Experience in deploying fundraising metrics and tracking and analyzing results

To apply, please submit a cover letter and resume to hr@lewisginter.org.