



POSITION DESCRIPTION

DIRECTOR OF MEMBERSHIP

Vizcaya Museum and Gardens is a National Historic Landmark and accredited museum in Miami, Florida (www.vizcaya.org). The Director of Membership oversees all aspects of Vizcaya's membership program and James Deering Society including the recruitment, acknowledgment and stewardship of members and James Deering Giving Society (JDS) donors, budget development, revenue processing and tracking, communications and constituent data management.

The position is responsible for increasing the number of active memberships (currently approximately 2,000+ households), JDS donors and the revenues generated. The Director of Membership plans, leads and implements member and JDS donor acquisition, retention and upgrade strategies, including direct mail campaigns for both membership and the James Deering Giving Society (JDS). The Director of Membership works closely with colleagues in other departments to implement sales promotions, draw members and JDS donors to programs and upgrade members to JDS donors. The Membership Director oversees initiatives to package and promote group memberships to businesses, organizations and condominium associations.

The position is on the Advancement Team [in the Advancement Department], reports to the Chief Advancement Officer and may supervise volunteers and part-time, frontline membership support. In addition, the Director of Membership supports the training of Visitor Services Associates on membership sales techniques and promotions.

Vizcaya is owned by Miami-Dade County and is operated by the non-profit Vizcaya Museum and Gardens Trust, Inc. Our mission is to preserve the estate's cultural and environmental resources to engage people in connecting with the past, understanding the present and shaping the future. Our vision is to position Vizcaya as an enduring, inclusive and innovative place that inspires people to embrace the cultural vitality and environmental sustainability of the world around us.

Essential Functions

- Develop, implement and evaluate strategies for acquiring, retaining and upgrading members and JDS donors to position the membership program as an important source of institutional revenue.
- Review, edit and evaluate all membership and JDS levels and benefits; tracks their success and makes recommendations for improvement.
- Collaborate with Visitor Services and Community Programs department to establish and implement membership promotions as well as Learning and Marketing department to enhance member awareness of programming.
- Strategically plan and implement select roster of communications that support mission and vision to maintain member engagement.

- Develop and promote packages for group membership opportunities to businesses, nearby condominium associations and other organizations.
- Identify and establish partnerships with local organizations to build Vizcaya's profile and membership program.
- Assess value of and, as appropriate, organize direct mail campaigns to increase acquisitions and strengthen renewal efforts.
- Develop annual membership and JDS budgets, regularly tracking revenues and expenses.
- Create all collateral needed for membership and JDS donor acquisition, renewal and fulfillment.
- Input and update member records in Altru database; processes and fulfills new, renewal, and rejoining memberships; develops and delivers renewal notices on a monthly basis.
- Process all membership and program revenues and expenses; adheres to organizational financial management procedures for tracking of transactions, data processing and reports.
- Prepare monthly and annual reports to track and evaluate membership and JDS acquisition and retention successes and opportunities for improvement.

General Responsibilities

This job description is not designed to be comprehensive; duties, responsibilities and activities may change at any time with or without notice.

- Lead your department to achieve meaningful and timely actions that advance Vizcaya's mission, vision and strategic plan, strengthening baseline activities while looking ahead to the revitalization of the Vizcaya Village and other growth opportunities.
- Bolster Vizcaya's financial strength by supporting efforts to sustain and grow revenues and by playing an active role in pursuing funding opportunities.
- Proactively promote communication, collaboration and customer service.
- Engage in and promote internal committee participation in your department.
- Recommend hiring, discipline and promotion of staff; review and approve payroll, leave and overtime; set annual employee goals and evaluate performance.
- Create and manage your department's budget; ensure your department understands and complies with Vizcaya's policies and procedures; review staff's work for accuracy and appropriateness.

Position Requirements

- At least 5 years of work experience in membership, development, marketing, sales, and/or customer service.
- Bachelor degree in sales, business administration, or a related field.
- Deep and current knowledge of membership theories and practices.
- Demonstrated leadership, teambuilding, interpersonal, data analytical skills, communications, project management and financial management skills.
- Positive attitude, good interpersonal skills, flexibility and commitment to collaboration, customer service, strategy and innovation.
- English fluency.
- Proficiency with Microsoft Office.

Factors Vizcaya Will Consider When Evaluating Applicants and Determining Compensation

- Additional relevant work experience, training and education.
- Spanish, Haitian Creole and other language skills.

Compensation

Vizcaya Museum and Gardens offers competitive compensation with generous paid leave, retirement benefits, and robust medical and other insurance for full-time employees. Salary will be based on the selected candidate's experience and skills. The anticipated compensation is approximately \$86,800 for someone meeting the requirements of the position to approximately \$96,000 for someone exceeding them.

Work Environment/Physical Demands

The majority of work is done in an office setting, with some portion involving interaction with the public, community members, partners, donors, vendors, contractors and other constituents on and off site. Vizcaya is a non-smoking environment.

Position Type/Expected Hours of Work/Schedule

This is a full-time (40 hours per week), exempt position, typically Monday-Friday. Periodic evening and weekend work is required.

To Apply

Please submit a resume and a cover letter expressing your interest in this position to:
HRVizcaya@vizcaya.org. Please reference the position title in the subject line of your email.

Equal Opportunity Employer

Vizcaya Museum and Gardens is committed to equity and inclusion and is engaged in a strategic process to ensure that our staff, Board and volunteers reflect our community's diversity. Vizcaya welcomes applicants from groups that are underrepresented in cultural organizations and seeks to recruit, develop and retain a diverse workforce.

Vizcaya Museum and Gardens is an equal opportunity employer. Vizcaya respects people of all backgrounds and does not discriminate based upon race, religion, color, national origin, ancestry, sex, pregnancy, childbirth, sexual orientation, gender identity, gender expression, age, marital status, familial status, status as a protected veteran, status as an individual with a disability, status as a victim of domestic violence, dating violence or stalking, or other applicable legally protected characteristics protected by law.

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