Position Title: Membership, Annual Giving & Tributes Manager  
Department: Development  
Full or Part Time: 100% FTE  
Regular or Temporary: Regular  
Exempt or Non-exempt: Exempt  
Salary: Dependent on experience

MISSION
The mission of San Francisco Botanical Garden is to create, sustain and interpret a distinct, documented collection of Mediterranean, mild temperature and tropical cloud forest plants displayed in designed gardens and to provide a place of exceptional beauty and natural sanctuary. San Francisco Botanical Garden Society builds communities of support for the Garden and expands people's understanding and appreciation of plants.

ABOUT SAN FRANCISCO BOTANICAL GARDEN
San Francisco Botanical Garden is a well-loved community institution known for its stunning displays of more than 9,000 different kinds of plants from around the world. San Francisco’s unique Botanical Garden inspires visitors with the extraordinary diversity of rare and unusual plants that can be grown in coastal California. Through its programs and displays, the Garden cultivates the bond between people and plants and instills a deeper understanding of the necessity to conserve Earth’s biological diversity. As a public/private partnership between a community-based nonprofit organization and the San Francisco Recreation & Park Department, and a beloved San Francisco institution, we are committed to transparency, cultural diversity, inclusion, and environmentally responsible practices. Last year, the Garden welcomed nearly 450,000 visitors and 13,000 children for educational programs.

POSITION SUMMARY
The Membership, Annual Giving & Tributes Manager (MAGTM) will manage three essential programs – membership, the execution of tribute gifts (bench sponsorships and pavers) and all gifts under $1,000.

The Garden currently has nearly 3,500 active member households and seeks to grow the number and depth of commitment of these entry-level supporters who make gifts up to $1,000 annually. Additionally, giving from individuals through year end, thematic direct mail and online campaigns, onsite donation boxes and other campaigns or activities that may be devised, attract new donors and inspire additional giving. The Tribute Gifts program currently includes benches and pavers and relies heavily on consistent marketing and face-to-face meetings to achieve its goals.
The MAGTM reports to the Associate Director of Development Operations, works in close collaboration with other members of the Development team and serves as a role model of professionalism and commitment for all staff and acts as an ambassador for the Garden. The ideal candidate will have the vision, know-how, drive and energy to grow outstanding programs and a proven track record of managing complex initiatives, especially involving membership and individual/annual giving. This candidate will be self-motivated, highly organized, and able to work creatively and effectively as a leader, individual contributor and member of a team, fostering positive internal and external relationships with a donor-centric approach.

ESSENTIAL FUNCTIONS

MEMBERSHIP

• Lead and manage all aspects of the Membership program, including planning, strategy, messaging, acquisitions, renewals, benefits, policies, budget, analysis, production coordination, day-to-day operations and performance monitoring and metrics to meet annual membership revenue goal
• Ensure, working with Marketing, Visitor Services and other departments as appropriate, that Membership is integrated into the Garden’s overall marketing strategy and promoted in public-facing communications, programs and activities
• Ensure, working with Visitor Services and Volunteer Services, proper management and execution of all aspects of Membership customer service and onsite sales
• Develop a deep understanding of the membership base and identify opportunities and strategies to transition members to donors. Collaborate with the Director of Leadership Giving to identify members and donors for cultivation to larger giving.
• Write and produce program collateral, appeals, correspondence and other communications for internal and external audiences
• Develop and implement member benefits, experiences and events as appropriate to provide meaningful engagement and connection

ANNUAL GIVING

• Lead, develop and implement ongoing campaigns and actions to grow revenue targeting gifts under $1,000
  o Develop timeline, strategy to execute annual year-end and spring giving campaigns. Work with Director of Leadership Giving as necessary to identify opportunities and plans
• Create and implement annual, opportunistic and ongoing giving campaigns, on-site donation boxes and other strategies to attract support to the Garden
• Develop a deep understanding of the campaign donor base and identify opportunities and strategies to grow donor giving. Collaborate with the Director of Leadership Giving to identify members and donors for cultivation to larger giving
• Partner with Development Associate to ensure proper donor acknowledgement and recognition in a timely manner
TRIBUTE GIFTS PROGRAM
- Respond to, follow up with all tribute inquiries
- Track and monitor prospective tribute donors in Patron Manager
- Lead the marketing, planning, fulfillment to generate new interest and revenue for the program
- Lead coordination with SFRPD and vendor relationships to install and produce tributes (pavers/benches)
- Organize annual tribute dedication event

GENERAL – MEMBERSHIP, GIVING CAMPAIGNS, TRIBUTE PROGRAMS
- Prepare and manage program budgets
- Use research, surveys, ongoing analysis and metrics, as appropriate, to chart progress and regularly evaluate and strengthen programs
- Ensure consistency, quality and timeliness of all communications with members and prospects
- Stay current of industry and local trends and market competition

EXPERIENCE AND QUALIFICATIONS
- Experience and demonstrated success in a nonprofit organization:
  - Building and managing a flourishing annual giving and/or membership program
  - Cultivating and stewarding donors and/or members
  - Working across the organization and with outside contractors, vendors and partners to achieve desired outcomes
  - Managing multi-phase projects from inception to completion and balancing concurrent priorities – i.e., strong project management skills
  - Solving problems creatively and strategically and using research and data analysis to make recommendations and program changes
  - Working with fundraising database programs (familiarity with Salesforce, Patron Manager or other constituent relationship management system preferred) as well as Microsoft Office Suite and other standard office software
- Excellent written and oral communication skills
- Bachelor’s degree

EXPECTATIONS
- Genuinely enjoys engaging members and donors; warm, approachable and comfortable interacting with people of all ages and backgrounds; highly responsive to all members and donors without regard to their giving levels
- Able to think strategically, keeping the big picture and broad institutional objectives in mind, while also being detail and analysis oriented
• Highly collaborative; a leader and team player able to motivate and organize staff and volunteers and bring together different departments within the institution to work towards shared goals; appreciates impact of work on colleagues and the Garden’s success
• Exemplifies highest standards of integrity, professionalism, discretion, excellence and accountability; demonstrates emotional intelligence and self-awareness; inspires confidence and trust; welcomes feedback
• Exercises initiative to identify and solve problems with drive, flexibility and creativity
• Resourceful – able to find flexible and creative new ways and ideas to accomplish goals
• Able to work well under pressure and adapt easily to changing situations and priorities; exercises good judgment and stays focused on overarching goals
• Able to interact in an effective, tactful and professional manner internally, externally and with the public at large; responds graciously and promptly to the needs and requests of others
• Dedicated and ambitious to achieve organizational success; willing to pitch in and go the extra mile when needed
• Plan to participate in and support fundraising, cultivation and stewardship events and activities as a member of the Development team on nights and weekends as required
• Passion for gardens or the natural world and for bringing those experiences to the public; high commitment to learning about the Garden
• Must be able to engage in a range of physical activity, including standing or sitting at a desk or computer and walking (sometimes on uneven surfaces) for extended periods of time.
• Must be able to climb a flight of stairs and lift/carry up to 25 pounds

HOW TO APPLY
Please submit resume and cover letter outlining background, experience, interest and salary requirements via email with subject line Membership, Annual Giving & Tributes Manager to jobs@sfbg.org. SFBG hopes to fill the position as soon as possible. Interested applicants should apply at their earliest convenience. No phone calls please.

The San Francisco Botanical Garden is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.