



Membership Manager

The Maritime Aquarium at Norwalk, Inc. (TMA or the Aquarium) seeks a Membership Manager, responsible for the overall strategy of the Aquarium’s membership program—overseeing the acquisition of new members and the retention and satisfaction of current members.

ORGANIZATION BACKGROUND

The mission of The Maritime Aquarium at Norwalk is to ignite a connection to Long Island Sound and the ocean to enrich the lives of all people and inspire action to protect our blue planet. For more than 35 years, the Aquarium has played a significant role in shaping the landscape of Norwalk and the region. The second largest family attraction in Connecticut, and 50 miles from New York City, the Aquarium historically hosts nearly 500,000 guests annually. Its primary exhibits take guests on a voyage from the shallow salt marshes and estuaries to the depths of the Long Island Sound and the ocean beyond, culminating with habitats for sharks and harbor seals. Altogether, the Aquarium is home to nearly 7,500 animals and over 300 species in 75 exhibits. A new 4D Theater offers a unique sensory film experience for guests. Its education programs introduce approximately 65,000 students, campers and scouts to marine and STEM education. The Aquarium is recognized as a top aquarium in the nation, and is accredited by the Association of Zoos and Aquariums. It is an active participant in the local and regional community. The strength of the Aquarium is its 60 full-time staff, and part-time and seasonal staff, in addition to volunteers who contribute nearly 20,000 hours annually.

POSITION OVERVIEW

Reporting to the Director of Advancement, the Membership Manager is responsible for expanding the Aquarium’s membership portfolio, delivering member satisfaction, and achieving annual goals inline with the Agency’s strategic plan. They will implement programs and activities to engage current members and recruit new ones while also establishing policies and procedures to deliver efficient customer service.

PRIMARY RESPONSIBILITIES

1) Planning and Budgeting

- In partnership with the Director of Advancement, strategize Membership growth opportunities, ensuring the Aquarium remains relevant and competitive within the marketplace; update membership offerings as needed.
- Establish annual membership goals (and thereby monthly and daily allocation) for the acquisition of new members and retention of current members.
- Regularly track performance against goals, and adjust plans accordingly.



- Oversee implementation of acquisition strategies, decreasing the cost per acquisition year-over-year.
- Design and implement annual communication and engagement plan—and related activities—to increase retention rate year-over-year. Activities may include, but are not limited to: welcome / welcome back communications; exclusive membership events; discounts at the Aquarium or for Aquarium programs/activities; etc.
- Identify cross-promotional opportunities to promote a cohesive brand.

2) Membership Operations

- Develop and deliver membership trainings, including effective selling techniques, to front-line staff for the recruitment and renewal of memberships.
- Partner with the MarCom and Creative teams on the development of all membership marketing and promotional materials for acquisition and retention.
- Maintain, and develop as needed, Standard Operating Procedures for membership management vis-à-vis the Customer Relationship Management database.
- Conduct all data entry needed to record, process, report on, and maintain all membership records.

3) Customer Satisfaction

- Serve as the day-to-day contact for membership-related inquiries, internal and external. Respond to all in a timely fashion.
- Establish a feedback loop to collect and analyze member feedback and experiences real-time.

4) Other

- Manage complete inventory of Membership materials, incentive and SWAG
- Manage activities to approved budget and plans.
- Support/lead special projects as requested.

QUALIFICATIONS

Work Experience

- Minimum of 5-7 years relevant and progressive experience.
- Bachelor's degree or equivalent in Marketing or related field.
- Experience in a non-profit organization preferred.
- Demonstrated ability to conceive and manage a membership / committed giving program.

Knowledge and Skills

- Commitment to the Aquarium's mission, with an appreciation for the important role that the Aquarium plays in conservation, education and the life of a vibrant community.



- Commitment to equity and social justice, and strong alignment with our organizational values.
- An attitude of creativity, innovation, confidence and entrepreneurship, with an ability to inspire and motivate audiences.
- Strong interpersonal skills across stakeholders including: staff, volunteers, trustees, vendors, talent, donors and others; works well within teams, strong collaborator.
- Excellent written and verbal communication skills.
- Continuous improvement / problem solving mindset and way of working
- Proficiency with Microsoft Office Suite and experience with fundraising databases.
- Excellent organizational and project management skills.
- Strong attention to detail
- Willingness to work evenings, weekends and holidays as needed.

SALARY RANGE: \$45,000-\$54,000

TO APPLY

Please send a cover letter, CV, and salary requirements to applications@Maritimeaquarium.org, with Membership Manager in the subject line of your email.

The Maritime Aquarium is an equal opportunity employer with a commitment to diversity. All individuals, regardless of personal characteristics, are encouraged to apply.