



Job Description
Membership Associate
Updated August 2018

Overview: Responsible for data entry of membership database. Responsibilities include entry of data, ensuring integrity of data, verification of information, cleaning data as needed, setting up constituents, and any other items to ensure database is accurate, protected and that membership sales are tracked.

Reports To: Membership Supervisor

Responsibilities:

Membership Processing

Sort memberships sold from booth, mail, fax, online and on-site at beginning of work day. Deliver office paperwork to booth including paperwork from Zoo Administration office.

Enter membership applications and Adopt-an-Animal information into membership database.

Ensure that memberships and Adopt-an-Animal are processed on a daily basis and the membership cards, new member welcome packs, membership brochures and other membership materials are mailed out on a weekly basis to members.

Database Entry

Search information from database as requested by other leadership staff in the organization, coordinating through the Membership Supervisor.

Ensure data integrity by following procedure for verification of data and cleansing of data.

Assist donor data entry as needed

Membership sales

Complete understanding of pricing and membership benefits.

Assist in the sale of Zoo memberships by recruiting Zoo visitors to purchase memberships for Reid Park Zoo. This entails face to face sales during the busy season at Reid Park Zoo admissions gates.

Demonstrate effective selling skills and communication of membership value to potential members.

Assist in answering questions from Guest Service Associates and providing help for customer questions, issues or inquiries.

Ability to carry on a friendly conversation with potential customers among Zoo visitor base.

Maximize opportunities in the process of closing a sale resulting in increasing the number of total memberships to Reid Park Zoo.

Assist in the implementation of company marketing plans as needed

Responsible for directing potential customers to other resources such as membership booth, www.reidparkzoo.org, etc.

Responsible for identifying and reporting effective strategies, problems, concerns that occur to the Membership Supervisor.

Demonstrate the ability to present Zoo memberships in a persuasive manner, close the sale, cashier and give sincere representation of Reid Park Zoo.

Administrative Functions

Provide excellent customer service to our members, donors, vendors and any other individuals and organizations via phone, face-to-face, and fax.

Assist in coordinating member events to encourage retention and increase of memberships.

Other Duties as Assigned

Preferred Qualifications

- High school diploma or equivalent and 2 years experience in working with database
- Strong data entry skills with emphasis on accuracy in a timely manner
- Strong math skills and ability to follow internal control procedures

- Strong computer skills with proficiency in MS Word, Excel, Access, Outlook and web based database programs
- Experience in working with CRM's (ex. Altru, Salesforce, Zoho, Razor's Edge)
- Demonstrated critical analysis, customer service, problem solving, conflict resolution, decision making, team building, time management, and motivational skills.
- Demonstrated ability to tactfully handle stressful situations, negotiate and resolve conflicts, maintain confidentiality and to respect and observe organizational protocol.
- Demonstrated ability to establish and maintain effective working relationships with all levels of RPZS and RPZ staff as well as diverse volunteers, donors, community partners, vendors and others.
- Able to work flexible work schedule and adjust as required (evenings and weekends as necessary)
- Experience with a membership organization and non-profit organization is preferred.

Reviewed By:	Print Name	Signature	Date
Employee:			
HR Director:			