

**Visitor Services Associate**  
Friends of the WNC Nature Center



**OVERVIEW**

The Visitor Services Specialist works under the direct supervision of the Membership Manager with additional oversight from the Retail Manager. As a team member of the Friends of the WNC Nature Center and in partnership with the Nature Center staff, the Visitor Services Specialist provides a wide variety of duties to assist with retention and recruitment of the Nature Center membership program.

Duties include customer service, in person and by phone, data entry and other duties as needed. This position cross-trains in Gift Shop operations and supports fundraising events or programs as needed. The employee will operate the membership office alone or alongside another employee or volunteer.

The WNC Nature Center Membership Office is open 9:30AM - 4:30PM, 7-days a week, 361 days per year. This position will typically work 2-3 days per week from 9:00AM - 5:00PM plus occasional after-hours events. This is a part-time, non-exempt position.

**COMPENSATION:**

**\$15.50 per hour**

Benefits include Paid time off (PTO), Retirement plan with matching benefits, and free family membership (2 adults + 4 kids)

**ESSENTIAL RESPONSIBILITIES**

The Visitor Services Specialist has three main areas of responsibility:

- Membership Office Coverage (80%)
- Gift Shop Support (10%)
- Event & Other Team Support (10%)
  
- Greet members and sell memberships by phone/ in person in the membership office
- Process membership applications by:
  - Taking payments through POS system
  - Entering membership data into DonorPerfect
  - Create, print and mail membership cards
- Process payments for development programs as needed.
- Answer the Friends' main phone line and answer membership email inquiries
- File all Membership forms
- Maintain Membership Logs
- Assist front desk staff with member check-in during busy times
- Provide highest level of customer service & satisfaction
- Support / cover Gift Shop staff during lunch hours or short staff days as needed

- Assist with preparation for and provide visitor services during weekend events
- Assist with after-hour events as needed when available
- Assist with processing, packaging, and mailing holiday orders of memberships, animal adoptions, and gift shop items. This may include dropping off orders or purchasing supplies at the post office.

## **QUALIFICATIONS**

- Customer service, membership or similar people-focused background required
- Experience working with a diverse population
- Experience with point of sale (POS) systems strongly preferred
- Strong communications skills and attention to detail required
- Experience with Microsoft Word and Excel and G-suite programs
- Experience with database data entry
- Experience with DonorPerfect a plus
- Commitment to the mission of the Friends of WNC Nature Center required
- Ability to lift 25 pounds unassisted and sit/stand for long periods of time required
- Must have own transportation

## **ORGANIZATION OVERVIEW**

The WNC Nature Center itself is owned and operated by the City of Asheville. The Friends is an independent nonprofit organization working in partnership with the City.

The City is responsible for Nature Center operations which include: animal care, on-site education programs, ticketed admissions, and facility maintenance. The Friends organization operates the gift shop, membership program, volunteer program, and off-site education program as well as providing fundraising and marketing. In 2019, the Friends raised approximately \$900,000 from donations, memberships, gift shop sales, events, and programs. That same year, the combined gift shop and other retail operations reached nearly a quarter of a million in gross sales.

### **Friends Mission:**

The Friends of the WNC Nature Center is a conservation organization that inspires a passion to know more, care more, and do more for the wildlife of the Southern Appalachian Mountains. We advance the critical work of the WNC Nature Center by supporting its growth and development through fundraising, membership, outreach education, marketing, and volunteer services.

## **CONTACT INFORMATION**

Contact the Membership Manager at [membership@wildwnc.org](mailto:membership@wildwnc.org) for more information or to submit a PDF application.