



Position Title: Membership Manager

Position Type: Full-Time, 40 hours per week

Typical Hours: Monday through Friday, occasional weekends

Reports To: Executive Director

Salary: \$52,500-\$62,500

This benefited position includes 25 days annual vacation leave, 10 days annual sick leave, 4 holidays, health insurance, life insurance, a 3% company-matched retirement program, cell phone stipend, and a family membership to the WNC Nature Center.

Overall Responsibility

The Membership Manager leads the growth, engagement, and retention of the Friends of the WNC Nature Center's membership program by providing exceptional member care and strategic program management. This role oversees membership acquisition and retention efforts while delivering high-quality customer service. The Membership Manager supervises and trains Membership staff and volunteers and works closely with Nature Center staff to support membership operations at the Front Ticket Office.

The Friends of the WNC Nature Center are a vital partner with the WNC Nature Center. With their donors and members, the Friends enrich the Nature Center's mission to connect people with the plants and animals of the Southern Appalachian Mountains. As a conservation organization, the Friends inspire a passion to know more, care more, and do more for the wildlife of the Southern Appalachian Mountains. They advance the critical work of the WNC Nature Center by supporting its growth and development through fundraising, membership, outreach education, marketing, and volunteer services.

The Membership Manager of the Friends of the WNC Nature Center has three main areas of responsibility:

- Program Management (70%)
- Growth & Engagement (15%)
- Staff, Volunteer, & Team Support (15%)

Key Areas of Responsibility

Program Management (70%)

- Sell and process memberships (new, renewals, and upgrades) in person, by phone, and online using DonorPerfect CRM and Elavon Point of Sale systems
- Deliver high-quality, timely customer service for all membership-related inquiries, including answering the Friends' main phone line
- Collect and analyze member feedback to improve satisfaction and retention
- Maintain membership records in DonorPerfect, including data entry, duplicate management, data integrity, online forms, and reporting

- Manage membership-related programs and tools, including the membership app, reciprocity programs (ASTC, AZA), Library Pass program, and Gift Certificate program logs
- Analyze membership data and operations to identify trends, improve retention, and increase program efficiency
- Oversee day-to-day membership office operations, including filing systems, mail handling, bank deposits, supply ordering, and inventory management of materials
- Develop, document, and maintain membership procedures, workflows, and communication templates

Growth & Engagement (15%)

- Lead membership acquisition, retention, upgrades, and renewal campaigns
- Develop and implement membership growth, communication, and engagement strategies (renewal, upgrade, acknowledgment, and recognition campaigns via mail, email, and phone) with support from the Friends' Marketing & Events Manager
- Collaborate with Friends and Nature Center teams to create member-exclusive benefits and events, including Cubs & Kits Kids Club, tours, socials, and special experiences
- Cultivate meaningful relationships with members to encourage long-term engagement and loyalty

Staff, Volunteer, & Team Support (15%)

- Supervise, train, and support the Membership Specialist staff member(s) and volunteers
- Train Nature Center and Friends staff on membership levels, benefits, reciprocity, and check-in procedures
- Assist Front Ticket Office and Gift Shop staff during peak visitation periods
- Support fundraising events, programs, special projects, and cross-departmental initiatives as assigned

Essential Skills & Preferred Qualifications:

- At least two years of experience in a membership, customer service, or related role
- Experience with DonorPerfect or similar CRM fundraising databases
- Proficiency with Microsoft Office (including Excel and mail merge) and working knowledge of Google Workspace
- Experience with Constant Contact and Canva
- Demonstrated ability to supervise staff and/or volunteers
- Strong written and verbal communication skills, with the ability to interact respectfully and effectively with individuals from diverse backgrounds
- Excellent organizational skills, attention to detail, and ability to manage multiple projects
- Willingness to work occasional evenings and weekends as required
- Reliable attendance and punctuality are essential functions of the position

TO APPLY:

Please send a cover letter and resume to friends@wildwnc.org or apply on Indeed. Applications accepted until February 2, 2026. Intended hire date February 2026.