

Position: Membership Communications Coordinator  
Status: Full-Time, Non-Exempt, 40 hours weekly  
Reports To: Director of Communications

The Membership Communications Coordinator is responsible for communicating Descanso Gardens' mission to members, growing the membership program, and supporting the organization's overall fundraising and marketing goals. Reporting to the Director of Communications and Membership, this role is a key member of the Advancement team and plays an integral part in driving annual memberships, planning and executing member engagement opportunities, and contributing to the organization's fundraising, marketing, and revenue-generation efforts.

This is a full-time, non-exempt position. Generally, the work schedule is 40 hours per week, Monday-Friday, but evening, weekend, and holiday work is required seasonally. This position requires on-site work at Descanso Gardens.

### **Essential Functions and Responsibilities**

- Implement strategies to grow annual membership revenue through renewals, upgrades, and new member acquisitions; track and evaluate campaign effectiveness.
- Develop and execute annual giving and membership campaigns, including direct mail, appeal letters, and email solicitations.
- Find, develop, and share compelling stories that illustrate the impact and mission of Descanso Gardens, bringing the organization's work to life for members, donors, and the broader community.
- Communicate Descanso Gardens' story and the importance of support through compelling written and visual content.
- Manage print and digital member communications, overseeing development, production, and distribution; coordinate with vendors and contractors such as graphic designers and mailing houses.
- Oversees internal communications, including a monthly staff newsletter.
- Use the donor and membership database to segment appeals and ensure accurate membership records, in collaboration with the Data Administrator.
- Draft and manage timely and personalized acknowledgment and renewal communications.
- Communicate effectively with members, donors, and visitors via email, phone, and in-person interactions, providing excellent customer service.

- Partner with Guest Services to support membership sales, conversions, and upgrades, ensuring consistent member messaging across the organization.
- Plan and execute member engagement events.
- Assist in identifying potential major donors and upgrading prospects.
- Perform other duties as assigned.

**EQUIPMENT USED and PHYSICAL DEMANDS:**

- This position requires the use of computers, standard office equipment, including phone system, photocopier, postage meter, ten-key, credit card processing machine, printer, hand-held (two-way) radio, sound system, projectors, and golf cart.
- This position occasionally requires lifting of up to 15 pounds.
- Exposure to various noise levels on a daily basis.
- Ability to walk long distances to various outdoor locations on paved and unpaved paths, and to work outdoors as needed.

**QUALIFICATIONS AND REQUIREMENTS:**

- 3+ years of progressively responsible experience in a membership, fundraising, or communications role, preferably at a non-profit or cultural institution.
- Bachelor's degree or combination of education and experience.
- Excellent communication skills, with demonstrated ability to build relationships with colleagues, donors, members, and others.
- Basic graphic design skills and familiarity with design tools.
- Ability to work independently, with little supervision.
- Ability to prioritize tasks in a deadline-driven environment.
- Demonstrates good judgment and decision-making skills.
- A high degree of appropriateness and ability to maintain confidentiality.
- Knowledge of fundraising and membership best practices preferred.
- A strong customer service mindset and the willingness to work as a team are required.
- Demonstration of effective verbal and written communication, and excellent English grammar and proofreading skills.
- Experience with donor databases preferred.
- Strong Microsoft Office proficiency.
- A valid California Driver's license.

**COMPENSATION:**

Up to \$25 per hour

Descanso Gardens Foundation acknowledges that equal opportunity for all persons is a fundamental human value. Each employee will be considered based on individual ability and merit, without regard to race, color, age, religion, national origin, disability, sexual orientation, gender, or marital status.

TO APPLY: Interested parties may apply by submitting a MS Word or PDF Letter of Interest and Resume to [jobs@descansogardens.org](mailto:jobs@descansogardens.org) with 'Membership Communications Coordinator – Application' in the subject line. We will accept resumes until the position is filled. No phone calls, please. Descanso Gardens Foundation. acknowledges that equal opportunity for all persons is a fundamental human value. Each employee will be considered based on individual ability and merit, without regard to race, color, age, religion, national origin, disability, sexual orientation, gender, or marital status.