

Terry Lee Wells Nevada Discovery Museum
Membership and Events Sales
Job Description

Position Summary

Reporting to the Marketing Manager, the Membership and Events Sales person is responsible for membership sales, fundraising and marketing events and promotions, sales of facility rentals and community presentations for the Terry Lee Wells Nevada Discovery Museum (The Discovery). The Membership and Events Sales person is responsible for maintaining a high level of member satisfaction.

Specific Duties

Membership sales

- Manage member and prospective member communications
- Create, implement and manage the membership development plan including member recruitment and retention campaigns, member marketing activities and policies and procedures
- Undertake, analyze and report on membership market research concerning benefit analysis, satisfaction surveys, needs assessments and competition analyses
- Keep accurate records and produce reports showing the results of recruitment and retention activity, marketing campaigns and member participation/involvement
- In conjunction with the Marketing Manager, assist in the creation, update, production and dissemination of membership marketing materials e.g. letters, new member welcome packs, newsletters, fact sheets, membership directories, member listings, member questionnaires and brochures; manage inventory of the same.
- Manage member events

Events planning and execution

- Create, implement and manage The Discovery events plans including:
 - Recruit and manage active events committee, including establishing expectations and managing work parameters
 - Research, strategize and finalize events plans and budgets
 - As appropriate and in conjunction with Development Director, create event sponsorship levels and benefits
 - Actively pursue in-kind donations in support of fundraising event goals
 - Manage logistics and execution while maintaining budget
 - Interpret events analysis and evaluation, provide recommendations
 - Manage policies and procedures
- Facilitate internal Discovery staff members and/or external clients and groups to ensure that all logistics and operational aspects of the event are arranged, communicated and fulfilled

Facilities rentals

- Manage facility rental sales packages including: pricing, rental guidelines/policies enforcement, fact sheets, preferred vendor lists and floor plans with capacities

- Actively solicit local organizations in order to rent/sell facility space
- Create, negotiate and maintain all facility rental and vendor contracts and client records
- Communicate and follow-up with all potential clients in a timely fashion
- Establish, manage and act as liaison to the preferred and approved vendors list
- Facilitate communication between external vendors/clients and internal staff/contractors in the execution and implementation of successful events , including management of Event Orders and any invoicing and/or written reports required
- Periodically undertake, analyze and report on market research in areas such as local and regional facility rental packages, vendor and client satisfaction surveys, member needs assessment and competition analysis
- In conjunction with the Marketing Manager, assist in the creation, update, production and dissemination of facility rental collateral and mechanisms; manage inventory of the same

Community presentations/speakers bureau

- Seek out public speaking engagements that benefit The Discovery's marketing and public relations plans
- Manage bureau plan including on-going calendar, recruit and train speakers, manage logistics of presentations, including confirmation, giveaways and follow-up
- Assist in capture and processing of potential donors, volunteers, members. Filter to appropriate department head

Overall

- Manage The Discovery event/facility calendar
- Plan work efficiently to meet the departmental budgets, goals and objectives
- Anticipate problems and adjust the allocation of resources accordingly
- Remain current with standard policies and procedures
- Other projects as assigned by the Development Director

Education and Experience Required

- Bachelor's degree required – business, marketing or related degree
- At least three years professional event experience, and/or outside sales and marketing experience, preferably with a membership-driven organization

Skills Necessary

- Knowledge of sales, marketing, planning, budgeting, member relationship management techniques, hospitality/tourism industry, catering and audio-visual services
- Experience negotiating contracts and rental agreements for organization's benefit
- Able to establish and maintain positive and effective working relationships with other staff members, museum members, vendors and suppliers
- IT literate: Familiar with using word processing, databases, spreadsheets, project management software and web applications including email, e-marketing, e-surveys, e-discussion groups, etc.

Work Characteristics

- Strong project management and organizational skills, attention to detail
- Ability to creatively problem solve and make decisions
- Excellent verbal and written communications, polished and professional appearance/demeanor
- Able to remain calm under pressure and adapt to change
- Ability to work extended hours, evenings and weekends, in and out of The Discovery
- Ability to spend significant time standing and walking
- Possible light lifting
- Able to travel
- Valid driving license

Application

Please send cover letter, resume, and three references to jobs@nvdm.org. No phone calls, please.

The Terry Lee Wells Nevada Discovery Museum is an Equal Opportunity Employer. Qualified persons are considered for employment without regard to race, color, religion, sex, sexual orientation, national origin, age, genetic information, political affiliation or disability.

The Terry Lee Wells Nevada Discovery Museum is a drug-free workplace.