



Central Atlanta Progress
Atlanta Downtown Improvement District

Membership Services Manager - Job Description

Central Atlanta Progress, Inc. (CAP) is a nonprofit corporation of Atlanta business leaders, property owners and institutions working with each other and with government since 1941 to help build a better center city. It carries out research and planning and acts as a catalyst for a wide range of programs and projects for the improvement of Downtown Atlanta. The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, is a public-private partnership that strives to create an attractive, safe and livable environment for Downtown.

Central Atlanta Progress seeks a full-time Membership Services Manager to create and implement a comprehensive annual membership campaign to acquire new members and retain and upgrade current members. The Membership Manager will be responsible for four overarching goals:

1. Achieve specific revenue goals from membership-level giving
2. Grow the overall number of members to a specific target
3. Ensure a positive member experience – and high retention rates – through the creation and implementation of a successful membership services program.
4. Work closely with staff to develop members as active participants in programmatic initiatives

Reporting to the Vice President of Marketing, the successful candidate will be responsible for the following:

- Maintain accurate and current member databases
- Ensure timely and accurate fulfillment of benefits
- Arrange membership events and council meetings in coordination with staff
- Develop and implement traditional fundraising techniques and new initiatives to acquire new members and sponsors
- Ensure high quality records management and customer service for existing and potential members
- Serve as project manager for the production of membership information delivery and collateral material – including e-mail, e-news, newsletters, brochures and other publications and mailings
- Assist in the preparation and management of membership department budget
- Serve as liaison for membership recognition lists in publications including: annual report, newsletter and website
- Manage data entry and ensure accurate and timely entry of revenue tracking and other records

Minimum Qualifications:

- Candidate must have a four year college degree in a related field
- Minimum three years membership and/or marketing experience and/or training; or equivalent combination of education and experience
- Database management experience and knowledge of fundraising software preferred

- Intermediate to advance skills in word processing, spreadsheet, database, presentation software and internet required
- Ability to learn new web-based tools and software including CityLight, Adobe Illustrator/PhotoShop
- Strong writing, speaking and grammar skills

Knowledge, Skills and Abilities

- Accuracy, timeliness and strong organizational skills essential
- Excellent writing and speaking ability and strong interpersonal skills necessary
- Salesmanship and the ability to inspire and motivate prospective members
- Experience with new media technologies, such as blogs, twitter, and online social marketing preferred
- High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail; high degree of initiative required
- Ability to analyze statistical and technical data
- Strong computer literacy is essential: Mac and PC; MS Office
- Experience with IT troubleshooting helpful

To Apply

Interested applicants should e-mail their letter of interest and resume to Michele Santa Maria, Director, Human Resources & Payroll, at msantamaria@atlantadowntown.com or fax to 404-506-9947.

The Hurt Building, 50 Hurt Plaza – Suite 110, Atlanta, Georgia 30303

www.atlantadowntown.com

Closes April 30, 2011

Position Classification

This is a full-time position. Salary is \$40,000 – \$45,000, commensurate with experience. A competitive benefits package is provided.

Central Atlanta Progress, Inc. is an Equal Opportunity Employer