Membership & Events Manager
Full-time Position: 40 hours/week
8am - 5pm*
16 March 2022

Under the supervision of the CEO, the primary responsibility of the Community Engagement Manager is to work with the CEO to plan all community engagement actions, marketing materials and in-house support documents, and be fully accountable for the implementation of these decisions, including efficacy evaluation. This position requires the explicit support of the goals and benevolent advancement of the Society as set forth by the CEO. Duties include, but are not limited to, the following, plus other tasks as assigned:

Program Marketing & Membership
- Works with Writer and vendor/graphic designer for twice annual *Cottage Review*, the Society's printed newsletter
- Works with Writer and Administrative Assistant on *Cottage Briefs*, the Society's bi-weekly e-blast newsletter (26x/yr)
- Works with Writer on marketing materials creation/revision as is needed (flyers, signage, brochures, etc.)
- Plans Membership solicitations by letter, online, at events and works with the Writer for content and Administrative Assistant for execution
- Manages appropriate phone follow-up after Membership outreach
- Masterfully manages the pipeline for further member and donor engagement
- Coordination of the *Society Sage* history articles (with many writers)
- Social media master (Facebook and Trip Advisor, Other TBD)
- Steller cross-promotional management
- Carve out community collaborations for event and tours
- Works with staff on displays at Libraries and Tin City, City of Naples
- Local publication article refinement (in-house article editing)
- Website reviews and revision participation
- Attends select BTB community events and promotes the Society
- Press releases and placement as needed, working with the Writer for content

Events Management
- Strategic marketing planning and execution for community events and tours
- Researches, proposes, plans for Garden Side Chickee Chats
- Execute all events (being on-site for events and take-down—working with Logistics Manager)

- Distribute tour rack cards to public events: City Fest, Festival of Lights on Third, Third Street Sidewalk Sale, Fifth Ave Christmas Parade, Naples Depot Museum Days, other
- Participate in evaluating new events or gatherings
- Addresses City of Naples issues, including parking for Society events
- Capable of taking great photos and coordinating photography/videography with staff
- Coordinates operating the sound system with Logistics Manager
- Work with and rely on a Calendar of Events
- Ensure smooth and seamless events
- Identify and cultivate corporate sponsors for community events and manages logos, company names on tracking sheet
- Manages Trip Advisor and Facebook, Other TBD
- Knows how to capture photos or is willing to learn

Administrative
- Oversees all marketing and membership mailings (by Administrative Assistant)
- Grant exploration and proposal writing (working with Writer)
- Utilizes the Society Server and tour booking system with excellence
- Assists with rentals when/if needed
- Willingness to help with telephone reception if/when needed

Skills and Talents

- Masterful writing, grammar, editing, and proofreading skills
- Excellent oral communication skills
- Branding, positioning, and messaging excellence
- Possesses an 'eye' for design and layout
- Understands the print production process (and outside printer-vendor management)
- Software knowledge or clear capability to master: Outlook, online booking system, Constant Contact, Excel (for reports), Publisher (for materials production), Word – mail merge and printing
- Exceptional organizational capabilities
- Team player with staff and volunteers
- Understands that the Society has a "retail and customer service" component to its business
- Must be able to lift 20 pounds from time to time, walk comfortably between three nearby Society buildings when required, and ascend/descend staircases on a regular basis

*9a – 5p is an option with in-house lunch break. Select event evenings may require an alternative schedule, such as 12pm to 8pm.

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