



JOB TITLE: Marketing Membership Coordinator (Full-Time) **DEPARTMENT:** Marketing **REPORTS TO:** Director of Marketing

General Summary of Qualities

The Greater Cleveland Aquarium is looking for an enthusiastic, self-motivated, detail-oriented, guest service-focused, conservation-minded, animal-loving, team player. The Marketing Membership Coordinator must be a confident verbal communicator and a solid writer. As a part of the Marketing team, s/he will be asked to contribute to a wide variety of traffic-, revenue- and awareness-driving efforts including, but not limited to, membership, outreach, e-communications, special events and social media. *Some evenings, weekends and holidays required.*

Responsibilities

- Manage Passholder program (Aquarium's annual membership) including but not limited to marketing, customer support, sales, e-communications, renewal notifications, payment processing, surveying, Passholder perks and Passholder appreciation events
- Develop and institute strategies for attracting new, retaining current and re-engaging lapsed Passholders, including promotional events and holiday sales, while constantly looking to improve program's user-friendliness and value
- Grow, oversee and facilitate Captain NEO Kids' Club
- Post website updates
- Outline, author and program marketing e-communications
- Lead outreach to broaden Aquarium's visibility in the community
- Recruit and coordinate Splash Fund marketing interns
- Set and measure goals, tracking and reporting monthly metrics
- Generate/post/coordinate digital content (social media, blogs, videos, etc.)
- Work across departments to support and grow Aquarium reach, attendance, programs and events
- Work with the Director of Marketing to develop and implement an audience development plan
- Support the organization's attendance, sponsorship, partnership, education and awareness objectives

Requirements

- Maintain a high quality of guest service according to Jacobs Entertainment, Inc. Mission Statement and F.A.S.T. Track Values Statement
- Possess thorough knowledge of applicable company and departmental policies and procedures as well as willingness to learn and follow any policy or procedure that may be introduced
- Adhere to all appearance and uniform standards
- Maintain a positive and professional demeanor during all interactions with guests, fellow employees and vendors
- Accept performance feedback in a professional manner
- Regular attendance to all scheduled shifts, including early mornings, late nights and weekend shifts
- Arrive on-time for all scheduled shifts
- Other duties as assigned

Skills, Education & Interests

- Excellent communication and writing skills
- Experience with database management, photo and video editing software, email programming and/or ticketing software preferred
- Internship or other relevant experience in marketing, membership, group sales, hospitality or related field
- BA in marketing, communications, English or related major preferred



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Equipment, Social Platforms & Software Used

- Microsoft Office, Microsoft Teams, Zoom, KMWare, Adobe, CyberLink PowerDirector, WordPress and Emma
- Facebook, Instagram, YouTube, TikTok, Hootsuite and Linktr.ee
- Digital camera
- iPad and iPhone

To Apply

Greater Cleveland Aquarium is an EOE employer. To be considered for this position, send a resume and cover letter to Samantha Fryberger, Director of Marketing, sfryberger@greaterclevelandaquarium.com. *No phone calls, please.*