

The Polly Hill Arboretum Job Description

Job Title: Membership, Development & Outreach Manager

Department: Administration

Supervisors: Executive Director/Administrative & Financial Officer

Salary Classification: Hourly, non-exempt

General Summary: This position is responsible for creating strategies to increase membership and visitation at the Polly Hill Arboretum. It also supports development initiatives. The person in this position manages the Arboretum membership program, maintains the membership and donor database, and is responsible for membership and donor acknowledgements. Outreach and development duties include publications, press relations and general advertising, social media and event planning. This position also includes office and administrative tasks such as answering the phone and responding to visitor inquiries. Other duties relating to the Arboretum's activities may also be assigned as needed.

Education/Qualifications: Three or more years work experience in the areas of non-profits, public relations including social media, and/or database management is desirable.

Work Schedule: This is a full-time, year-round, 35/hr. per week position. Office hours are Monday through Friday from 8:00am to 3:30pm. It requires occasional evening/weekend work.

Personal Qualities and Skills: This position requires a professional manner, excellent interpersonal, written, and verbal communication, and strong organizational and administrative skills. Candidates must be comfortable using technology and learning new skills and programs on their own. Working knowledge of Microsoft Office products, Adobe Creative Suite, Google applications, WordPress, email marketing platforms, and social media management are preferred. Candidates must be able to work independently and as a team player, and must be comfortable managing other staff and volunteers.

Principal Responsibilities:

Outreach:

- Manage social media accounts and the Arboretum e-newsletter
- Manage Arboretum website content
- Manage general advertising, including designing ads and managing advertising budget
- Design layout, write copy, and distribute promotional materials and press releases
- Lead the planning and implementation of outreach events
- Research and determine new methodologies and activities that increase the visibility of the Arboretum to its on-Island constituency

- Work to create an accessible and equitable experience for a diverse range of visitors
- Actively participate in the content creation of the twice-annual printed newsletter, *Meristems*, in conjunction with the publications committee
- Create, advertise, and field inquiries on rules and policies for public use of the grounds and facilities
- Schedule and facilitate group visits and special tours

Membership:

- Manage membership policies, benefits, discounts, and group memberships for service organizations
- Process and acknowledge memberships and donations in a timely manner
- Manage and update the membership and donor database (currently DonorPerfect)
- Write, lay out, and oversee mailing of membership renewal letters
- Create quarterly membership reports and provide data for organizational reports

Development:

- Help plan, promote, and assist with major donor campaigns and special member/donor events
- Create specialized email campaigns
- Coordinate content of two annual appeal print and web campaigns
- Contribute as a member of the Arboretum Development Committee

Staff and Volunteer Management:

- Co-supervise with the Administrative & Financial Officer, the part-time seasonal Visitor Center Manager
- Work closely with the Education Program Manager to deliver outreach and education materials to the public
- Train and manage volunteers that help with outreach and membership activities

Benefits:

- Medical and dental insurance currently through Blue Cross Blue Shield Preferred Blue plan with 80% of premium covered by PHA.
- PHA full-time employees may also be reimbursed for out of pocket medical expenses through an additional Health Reimbursement Account benefit currently set with a limit of equal to the insurance plan deductible.
- Full-time employees may also opt to enroll in an FSA 125 plan which is funded entirely by the employee with pretax dollars as a payroll deduction.
- The Polly Hill Arboretum offers a voluntary 403(b) tax-deferred retirement plan to assist full time employees in saving for retirement. The plan is sponsored by TIAA-CREF. The Arboretum currently will match up to 10% of a full time

employee's salary.

- An exemplary, full-time employee may be considered for some amount of housing stipend after being employed at PHA for over three years during which time no disciplinary actions have been taken against him/her. The amount is determined by the executive director and administrative and financial officer. Stipends can be terminated at the discretion of the executive director based on poor job performance or discipline issues.
- This non-exempt position is eligible for fifteen days of vacation and three personal days in year one.
- Employees can earn ten days of sick leave each calendar year.

Job descriptions are guidelines that attempt to characterize major duties and responsibilities of employees. These duties are subject to change as needs and programs change and are not considered either inclusive or exclusive. PHA reserves the right to add, change, modify or eliminate any employee benefit programs.

PHA is an equal opportunity employer.

Last Updated: October 17, 2025