



## MEMBERSHIP REPRESENTATIVE

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<b>EFFECTIVE DATE:</b>	<u>11/16/17</u>	<b>LOCATION:</b>	<u>Tacoma Washington</u>
<b>EMPLOYMENT TYPE:</b>	<u>Temporary - Seasonal</u>	<b>DIVISION:</b>	<u>Institutional Advancement</u>
<b>FTE STATUS:</b>	<u>Part-Time (&lt; 30 hours/week)</u>	<b>DEPARTMENT:</b>	<u>Membership</u>
<b>FLSA CLASS:</b>	<u>Non-exempt</u>	<b>DRIVING CLASS:</b>	<u>Not Required</u>
<b>REPORTS TO:</b>	<u>Annual Giving &amp; Membership Manager</u>	<b>BENEFITS:</b>	<u>Not Eligible</u>

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### GENERAL SUMMARY:

The Membership Representative serves as one of the first points of contact for guests and visitors entering the LeMay – America's Car Museum (ACM). This position works primarily in the lobby of ACM and greets and assists guest with a smile, with the primary focus of educating guests on the value of membership and selling memberships and membership renewals. The incumbent will also sell admission tickets when appropriate, and may answer phones and attend promotional events to provide general information and sell memberships. The Membership Representative delivers excellent customer service to all members, guests and program participants and helps to maintain the cleanliness and organization of the membership and ticketing area. This is an outward facing position and the incumbent must possess excellent interpersonal skills, problem solving skills, and basic knowledge of computers and cash handling practices. The Ideal candidate will be outgoing with an engaging personality and possess sales experience.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. The requisites described within this position description are representative, but not all-inclusive, of the knowledge, skills, and abilities required for this position. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

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Date Received

## **PRIMARY OBJECTIVES:**

1. To enhance guests' museum experience through educating on member benefits and providing excellent customer service, utilizing good decision making, problem solving, and sales techniques;
2. To increase membership sales through upselling memberships and attractions to the museum;
3. To educate guests and members on the value of increasing membership levels to promote the purchasing of higher levels of membership.

## **MAJOR RESPONSIBILITIES:**

1. Greeting and serving guests with a smile, maximizing the guest experience so as to leave a lasting positive impression that promotes repeat business;
2. Selling new memberships and member renewals;
3. Educating and upselling current members to higher levels of membership;
4. Assisting in ticketing sales as appropriate;
5. Handling cash and performing credit card transactions;
6. Assisting at promotional events to sell memberships and membership renewals;
7. Assist in the promotion of revenue generating attractions and events so as to heighten the guests experiences, encourage repeat visits and increase membership sales.

## **QUALIFICATIONS:**

The incumbent for this position must be at least 18 years of age and possess:

1. A high school diploma or GED or equivalent;
2. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
3. The skills and ability to enthusiastically engage guests of the museum while providing assistance and educating and selling memberships and membership renewals;
4. The skills and ability to positively and professionally function as a productive part of a team environment at all times;
5. The ability to lift up to 30 lbs. as needed, stand and sit for extended periods of time, bend, stoop, and twist regularly, manipulate items with fingers frequently, operate a computer and point of sales (POS) equipment regularly, visually monitor guest activities constantly, read and interpret manuals and instructions, and effectively communicate verbally, and in written format, with guests, employees, and management regularly;
6. The social skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types at all times;
7. Excellent interpersonal skills with a positive, professional and solution focused attitude at all times.

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## **PREFERRED QUALIFICATIONS INCLUDE:**

1. Complete sales experience (from “engaging and educating” to “making the ask, overcoming objections, and the closing of the sale);
2. Experience with a Client Relationship Management Database (CRM).

## **WORKING CONDITIONS:**

1. Primarily a museum lobby environment with minor exposure to a combination of commercial retail, commercial food, shop, and outside environments;
2. Minimal exposure to cleaners and various other chemicals;
3. Minimal exposure to dust, gases, and fumes;
4. Working in areas with low to moderate noise (does not require ear protection).

## **RESPONSIBILITIES:**

### **MEMBERSHIP SUPPORT:**

1. Greets guests with a smile and engages guests in an enthusiastic and helpful manner while educating guests on the value of membership;
2. Sells memberships and membership renewals;
3. Promotes membership and upsells to higher level memberships;
4. Completes cash and credit card transactions while using a POS register to conduct sales for membership, membership renewals, general tickets for admissions, and attractions;
5. Assist in answering the guest services counter telephone while answering general questions and using the opportunity to promote membership;
6. Accounts for till funds at the beginning and end of shift;
7. Maintains a proficient knowledge of the membership program and promotional offerings;
8. Provides general information to guests and visitors of the museum.

### **OTHER:**

1. Communicates in a friendly, professional and helpful manner with all employees, board members, guests and external contacts;
2. Maintains a flexible schedule, able to work weekends and late nights as needed;
3. Provides support to the Annual Giving & Membership Manager;
4. Performs other duties as assigned or needed.

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Printed Name

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Signature

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Initials

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