



**SAN MATEO COUNTY  
COMMUNITY  
COLLEGE DISTRICT**

Cañada College ♦ College of San Mateo ♦ Skyline College

## **GENERIC POSITION DESCRIPTION**

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### **MEMBERSHIP SERVICES COORDINATOR**

A Classified Position  
Grade 27 – Salary Schedule 60

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#### **A. General Statement**

This is paraprofessional work at the action level involved in setting up and maintaining a database of members, and/or donors and related data. Under general supervision, the employee maintains the central station computer system to set up, track and monitor data pertaining to members and/or donors, revenue, activities, and events. Public contact is extensive and involves staff, students, vendors, members, prospective members, and the general public to exchange procedural and policy information related to memberships and services. A high degree of independent judgment and creativity are required to analyze and interpret data to resolve a variety of minor and occasional major problems that arise. Consequences of errors in judgment can be costly in employee time, income, and public relations; however, supervisory controls are available to limit the risk of serious errors. A Membership Services Coordinator can lead the work of other staff, and directs volunteers and student assistants as assigned.

#### **B. Duties & Responsibilities**

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with managers and other staff regarding procedural information related to membership campaigns, services and activities; plans short- and long-range schedules and logistics of various events in conjunction with other staff and vendors; contacts vendors and members and/or donors to provide procedural and timeline information concerning department activities and events
2. Primary point of contact for member and/or donor inquiries, needs and concerns; monitors and responds to email and voicemail inboxes
3. For membership information: Researches, enters, modifies and retrieves a variety of membership and/or donor demographic, statistical, financial and other data; compiles data for special and regular reports; tracks member and/or donor trends and forecasts donation revenues; logs monies received from members and/or donor services utilizing tools in the software, customizes and modifies the database in conjunction with other staff, as needed
4. Sets up and maintains direct mail and email communications; exchanges information with direct mail companies, outside agencies and organization representatives concerning database records, special mailings, fundraising campaign and activity sites logistics
5. Solicits in-kind and other donations to assist in fundraising activities
6. Performs daily database back-up

7. Assigns membership database user credentials; maintains database and integrity of member and/or donor data by training users on standard data entry rules, protocols and procedures
8. Recruits, interviews, selects, schedules, trains and monitors the work of student assistants and volunteers as assigned
9. Composes correspondence, memoranda, and other written materials using a variety of computer software
10. Performs related duties as assigned

### **C. Requirements**

- Graduation from high school and an Associate degree in business administration, marketing or a closely related field and successful clerical experience of increasing responsibility in a membership focused or similar environment OR an equivalent combination of education and experience
- Extensive use of a database and a variety of computer software applications to set up, track and report complex data
- Experience with the organization and implementation of various complex office procedures and forms
- Excellent oral communication skills
- Experience with training and leading the work of others
- Excellent collaborator with diverse individuals and groups
- Advanced skills in Microsoft Word and Excel (e.g. mail merge, references, table of contents, styles, table design, Excel functions, etc.)
- Experience with research and compiling data for, formatting, and preparing statistical, financial and other reports
- Ability to learn emerging computer applications and regularly update technology skills
- Demonstrated skill in multi-tasking, prioritizing workloads, and working independently
- Demonstrated skill in working as part of a customer service team
- Demonstrates organizational and project-planning skills
- Ability to maintain a high level of accuracy with attention to detail, solve complex problems, and exercise independent judgment
- Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff

### **D. Physical/Other Requirements**

This classification requires attention to details; flexibility and adaptability; manual dexterity; sitting for long periods; pushing and pulling; visual comparison and acuity; oral communication; multi tasking; patience; artistic vision and ideas; leading others; tact and sensitivity in order to perform the essential functions.

### **E. Knowledge, Skills & Abilities**

1. Knowledge of market demographics, potential revenue resources, applicable regulations, policies and procedures related to membership
2. Skill in research, compiling data for, formatting and tracking demographic, statistical and financial data for study, monitoring and reporting
3. Skill in respectful, sensitive communication with people who are diverse in their cultures, language groups and abilities
4. Skill in use of a database, spreadsheets and a variety of other computer software to set up and maintain complex files and data
5. Skill in oral and written communication
6. Skill in training and leading the work of others

7. Skill in multi-tasking and workload prioritizing under deadline pressure, using independent judgment for decision-making
8. Skill in communicating effectively with people at all levels within organizations
9. Ability to coordinate, anticipate and resolve workload issues and problems
10. Ability to work effectively as part of a customer service team

(11/2021)