



Oregon Zoo Foundation

Job Description

Position Title	Department	Reports To
Director of Membership	Membership	Foundation Director
Employment Status	FLSA Status	Effective Date
☐ Temporary ☒ Full-Time ☐ Part-Time	Non-Exempt ☒ Exempt	8/1/2026
Salary	Salary Period	
\$120,000 - \$135,000	Annually	

ORGANIZATION OVERVIEW

Joining the Oregon Zoo Foundation team offers the opportunity to be an advocate for one of the premier animal well-being, species recovery and conservation education organizations in the Pacific Northwest. We are a bright, dedicated and team-oriented staff. And we are passionate about building a financially secure world class Oregon Zoo in order to mobilize humanity to love and act for wildlife. Besides excellent job skills, the foundation values people who bring a sense of humor and appreciate others – human and animal alike.

Located in Portland, Oregon and strongly supported by our community, the zoo creates engaging experiences and advances the highest level of animal welfare, environmental literacy and conservation science; it is dedicated to the highest quality educational programs so that the public better understands, cherishes, and conserves the earth's wild creatures and natural resources.

The foundation, an independent a 501(c)(3) nonprofit, works in partnership with the leadership of the Oregon Zoo, which is owned and operated by Metro regional government. We raise funds for strategic zoo programs and capital projects, and we advocate for the zoo and its mission, creating a better future for wildlife. We see our generous supporters in the work of the zoo every day. Members, donors and partners help us facilitate the exceptional care of the Oregon Zoo's animals, down to every bucket of herring for the penguins.

The Oregon Zoo Foundation values the flexibility that supports both employee well-being and organizational effectiveness. This position follows the Foundation's Workplace Flexibility Policy, which includes a minimum expectation of three on-site workdays per week, including the Foundation's shared all-staff day on Thursdays. Employees may work remotely on other days as appropriate to their role and operational needs.



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As the Director of Membership, this position plays a highly collaborative and member-facing leadership role. Regular on-site presence is essential to supporting the Membership team, partnering with Zoo colleagues, and ensuring exceptional service to our members. Additional on-site attendance may be required based on operational needs, events, or organizational priorities.

The Oregon Zoo Foundation is committed to providing a safe and healthy workplace. Employees are expected to comply with all current organizational health and safety policies as a condition of employment.

POSITION SUMMARY

The Director of Membership leads the Oregon Zoo Foundation's membership program as a key driver of guest engagement, earned revenue, donor pipeline development, and long-term constituent loyalty.

Reporting to the Foundation Director, this position is responsible for developing and implementing strategies that strengthen membership acquisition, retention, engagement, and conversion while ensuring an exceptional member experience and cultivating pathways that deepen member engagement and inspire philanthropic support.

Working closely with Foundation and Zoo leadership, including Development, Communications, Guest Services, Operations, Marketing, and Finance, the Director positions membership as a central component of the visitor experience and a critical entry point into a lifelong relationship with the Oregon Zoo. The Director oversees a high-performing team and uses data, constituent insights, and industry best practice to drive continuous improvement, strengthen member loyalty, increase member-to-donor conversion, and expand the impact of the membership program in support of the Oregon Zoo and Oregon Zoo Foundation.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

Membership Strategy, Growth & Member Experience

- Provide strategic leadership for the Oregon Zoo membership program, aligning membership goals and initiatives with the missions, priorities, and long-term objectives of the Oregon Zoo and Oregon Zoo Foundation;
- Develop and implement strategies that grow membership participation, increase member loyalty, and strengthen the overall value proposition for members;
- Oversee multichannel efforts to acquire, retain, renew, and upgrade members while fostering meaningful long-term relationships with constituents;



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- Ensure the delivery of a high-quality member experience and continuously evaluate opportunities to improve member engagement, service, and satisfaction;
- Establish performance measures and utilize data to evaluate program effectiveness, identify trends, and drive continuous improvement;
- Develop and maintain membership dashboards and reporting that provide actionable insights related to membership growth, retention, engagement, revenue, and constituent pipeline development;
- Benchmark membership practices and identify opportunities to strengthen program performance through innovation, process improvement, and industry best practices;
- Oversee a membership team that delivers in connecting with the Oregon Zoo member pool, grows membership, supports 7-day per week operations, and is a connection point for constituents; and
- Serve as the foundation's primary spokesperson and subject matter expert on membership strategy and performance.

Partnership & Organizational Collaboration

- Develop trusted and collaborative relationships with colleagues across the Foundation and Oregon Zoo, including Operations, Guest Services, Marketing, Communications, Finance, and other departments;
- Serve as the primary liaison between the Foundation and Zoo on matters related to membership operations, member experience, admissions, ticketing, and constituent engagement;
- Partner with Zoo and Foundation leadership to strengthen the integration of membership within the overall guest experience and constituent journey;
- Collaborate with the Development Director and Communication Manager to build pathways that deepen member engagement and support member-to-donor conversion;
- Support the development and implementation of member communications, stewardship strategies, and engagement initiatives that advance Zoo and Foundation goals;
- Lead or participate in cross-functional projects involving membership systems, technology integration, admissions, customer support, and process improvement; and
- Serve as a liaison with external vendors and consultants supporting membership and constituent data

Leadership & Management

- Directly supervise membership staff and provide leadership that promotes accountability, collaboration, professional growth, and exceptional service;



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- Establish department goals, priorities, and performance expectations that support organizational objectives;
- Allocate staff and resources to ensure effective and efficient program operations;
- Foster a culture of continuous improvement, learning, innovation, and high performance;
- Recruit, develop, mentor, and retain a high-performing membership team;
- Conduct performance evaluations and support employee development through coaching, feedback, and goal setting;
- Develop and manage departmental budgets, forecasts, contracts, and vendor relationships;
- Actively participate as a member of the Foundation leadership team and contribute to a welcoming, inclusive, healthy, and productive workplace;
- Perform other duties as assigned.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Proficiency with constituent relationship management (CRM) systems, data analysis tools, Microsoft Office Suite, and other business applications used to manage customer and constituent relationships;
- Demonstrated ability to use data, analytics, and performance metrics to inform strategy, evaluate outcomes, and drive continuous improvement;
- Strong understanding of customer service, constituent engagement, membership, loyalty, or subscription-based business models;
- Excellent interpersonal, verbal, written, and presentation communication skills;
- Ability to build collaborative relationships across departments and effectively partner with diverse stakeholders;
- Strong organizational, project management, and problem-solving skills with the ability to manage multiple priorities in a dynamic environment;
- Demonstrated ability to lead, coach, and develop high-performing teams;
- Minimum of 7-10 years of progressively responsible experience in membership, development, customer engagement, loyalty programs, marketing, or related fields in a cultural attraction;
- Minimum of five years of management experience, including responsibility for staff leadership, budgeting, and program performance;
- Experience developing and managing revenue-generating programs, constituent engagement initiatives, or customer-focused service operations;
- Commitment to fostering an inclusive, welcoming, and customer-centered culture; and



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- Strong commitment to the mission, vision, and values of the Oregon Zoo and Oregon Zoo Foundation.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the duties of this position, the employee is regularly required to talk or hear. The employee regularly is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is regularly required to stand; walk; sit; and reach with hands and arms, and occasionally required to walk on the Zoo campus which can contain some hilly terrain. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually moderate/average. Infrequent periodic early/late hours (weekend/early morning/evening meetings). Minimal physical exertion required.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees are required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. Additionally, all duties and responsibilities subject to change at the sole discretion of the company. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

The Oregon Zoo Foundation is an Equal Opportunity Employer and a drug free workplace. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.



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Reviewed with employee by (Supervisor)

Signature: _____ Name (print): _____

Title: _____ Date: _____

Received and accepted by

I understand the duties and expectations described above, and that I am expected to perform these duties. I also understand that this is not an exhaustive list of the job duties I may be asked to perform, and that my job duties may change from time to time, with or without notice. I certify that I am able to perform the essential duties of this position, with or without accommodation. I understand that I may request reasonable accommodation to assist me with performing the essential duties by contacting Human Resources.

Signature: _____ Name (print): _____

Title: _____ Date: _____