

MARKETING AND MEMBERSHIP ASSOCIATE

SS United States Conservancy

ORGANIZATIONAL BACKGROUND

The SS United States Conservancy, a national nonprofit organization founded in 2004, is dedicated to protecting, revitalizing and promoting the historic ocean liner SS *United States*, the largest passenger ship ever built in America and current holder of the transatlantic speed record. The luxury liner and top-secret Cold War weapon transported four US presidents, business moguls and movie stars, and tourists and immigrants and served as the nation's "ship of state" for 17 mishap-free years. For more information about the historical significance of the SS *United States*, visit www.ssusc.org.

On February 1, 2011, the SS United States Conservancy purchased the SS United States, thanks to a generous \$5.8 million donation from philanthropist H.F. "Gerry" Lenfest. While the Lenfest grant allows the Conservancy to maintain the ship until November 2012, it does not cover refurbishment or preservation costs. The Conservancy must mount a national fundraising and public awareness campaign and broker partnerships with prospective developers to transform the SS *United States* into a successful, self-sustaining, multipurpose attraction. The Conservancy will also develop a world-class museum that educates, informs, entertains, and inspires through innovative treatment of maritime and American history themes.

Guided by an 11-member board of directors, the Conservancy currently has a five-member full and part-time staff and plans further expansion. This roster includes the organization's new SS United States Development Project housed at the Philadelphia-based firm Atlantic Logistics that has served as the ship's caretakers since 2003. Incorporated in Washington, DC, the organization also has part-time staff in New York, NY. The organization has over 5,000 active members and supporters worldwide.

The SS United States Conservancy seeks the services of a part-time associate to support its member relations, merchandising, and marketing initiatives.

ROLES AND RESPONSIBILITIES

- Review the Conservancy's current membership program and develop recommendations for expanding and energizing the organization's membership base.
- Serve as a front-line liaison to organization's members and supporters. Respond to member queries and information requests via phone, email and snail mail.
- Assist in the development of communications tools and strategies with the goal of informing and inspiring Conservancy members and other supporters.
- Work in collaboration with the organization's development team to expand and diversify the organization's funding base.
- Facilitate and oversee volunteer opportunities for members and supporters in coordination with senior staff.
- Develop guidelines and tools to facilitate the growth of Conservancy chapters and enhance their ability to offer opportunities for meaningful member engagement.
- Work with the Conservancy's communications staff to increase the organization's earned income by expanding branded merchandising initiatives and increasing the organization's product offerings.
- Promote the Conservancy's mission and products through special events, targeted campaigns, social media and web-based communications outreach and partnerships.
- Assist in some administrative functions, including recording contact information for potential members and supporters into the organization's master database and handling some member-related correspondence.
- Assist in the conceptualization, development and execution of the Conservancy's interactive micro-investing campaign ("Paint the Ship".)

BOARD OF DIRECTORS | Susan Gibbs — PRESIDENT • Dan McSweeney — EXECUTIVE DIRECTOR • Charles B. Anderson • Mark L. Byers • Susan Caccavale • Frank DeGiulio • Jeff Henry
Greg Norris • Mark B. Perry • Joseph Rota • Mary Villalba

ADVISORY COUNCIL | Walter Cronkite (1916–2009) — Honorary Chair • Toni Alexander • Thomas J. Basile • Mark Behan • J. Richard Bracken • Sean Connaughton
Walter Cronkite IV • Bill DiBenedetto • H. Richard Dietrich III • Laura Franklin Dunn • Jonathan Fanton • Elizabeth Fletcher • William A. Fox • Albert Herberger • Noelle Hollander
Samuel Keesal, Jr. • Nicholas Landiak • Stephen Lash • Leonard Lauder • Joseph Lombardi • Mark Lupke • Alex Lyda • Clay Maitland • Rosalyn McPherson • Greg Mendenhall • Bill Miller
John Milligan • William N. Myhre • Mike Novak • Mary Pelzer • Bob Radler • Steven Ujifusa • Colin Veitch

QUALIFICATIONS

- Bachelor's degree in relevant field. Experience in marketing, member relations, communications and/or public relations
 - Excellent communication and interpersonal skills
 - Excellent attention to detail and strong organizational skills
 - Willingness and ability to manage tasks independently with minimal supervision
 - Excellent writing, editing and proofreading skills
 - Enthusiastic team player with positive and flexible attitude and sense of humor
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COMPENSATION AND LOCATION

This is a part-time, contract position averaging 20/hours week, with the potential to develop into a full-time position.

Starting rate is \$20-\$30/hour, depending on qualifications and experience.

The ideal candidate would be based in New York City, Philadelphia or Washington, DC., and able to conduct some of the work — at least initially — from a home office setting.

TO APPLY

Submit cover letter, resume and 2-5 pages of writing sample(s) to positions@ssusc.org with "Membership and Marketing Associate" in the subject line by September 19, 2011.

Materials can also be mailed to SS United States Conservancy, Box 32115, Washington, DC 20007. No phone calls please.
