

## **Director, Membership and Marketing**

Reporting to the chief progress officer, the director of membership and marketing develops and implements strategies to grow both awareness and revenue to help ensure the long-term financial stability for The Public's Radio. The Public's Radio is a non-profit public service journalism institution, providing public media news and other programs to Rhode Island and Southeastern Massachusetts.

### **Primary Responsibilities:**

#### **Fundraising, solicitation & cultivation**

- Develop and execute audience-based fundraising strategies, including direct mail, telemarketing, online giving, email and social media campaigns.
- Oversee sustaining member program, including conversion and upgrades. Work closely with member services manager on retention strategies to ensure steady growth and minimal attrition.
- Help develop acquisition, lapsed donor, renewal and additional gift appeals as needed. Work closely with all vendors to ensure timely execution and delivery of both ongoing and seasonal mailings/campaigns.
- Create e-solicitation campaigns to complement direct mail and on-air fundraising campaigns, as well as stand-alone e-mail appeals.
- Actively participate in on-air membership drive planning and implementation, including goals, messaging, thank-you gifts, strategies and production.
- Assist with major and mid-level donor cultivation and solicitation, including donor research, communication and moves management.
- Research and recommend additional revenue opportunities where appropriate.

#### **Vehicle Donations**

- Serve as primary contact person for vehicle donation program and our program partner
- Create and implement marketing and communication strategies to increase awareness and revenue from vehicle donations.

#### **External Partnerships/Opportunities**

- Serve as primary community liaison for external fundraising opportunities such as community giving days.
- Develop and oversee strategic matching gifts program, soliciting matching gifts and following up on current members who have indicated their employer has a matching gifts program in place. Develop on-air and off-air marketing strategies to grow this revenue stream.

#### **Marketing, Communications & Promotions**

- Develop and implement external marketing & communication strategies to create awareness and engagement for organization
- Manage and maintain social media accounts

- Manage promotional trade relationships with community media partners
- Develop annual on-air promotions strategies and work closely with team members to ensure timely production and scheduling

### **General Duties**

- Work with chief progress officer to develop monthly, annual and long-term fundraising and marketing strategies
- Work closely with fellow progress department team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as necessary
- Represent station at events as needed
- On-air fundraising as requested
- Other duties as assigned

### **Knowledge, Skills and Abilities:**

- Highly organized self-starter with strong time management skills and excellent attention to detail
- Impeccable discretion and ability to maintain confidentiality in all donor matters
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Excellent communication skills, both written and verbal.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgement, sense of ethics, integrity and accountability.
- Flexibility and positivity; ability to adapt in a changing environment
- Passion for and knowledge of public media and its mission.
- Sense of humor and dedication to professionalism

### **Additional Requirements:**

- Bachelor's degree with three or more years non-profit fundraising experience or an equivalent combination of education and experience sufficient to successfully perform the primary responsibilities of the job
- Strong analytical skills and database management experience. Allegiance software experience a plus.
- Availability for occasional evening and weekend hours

Qualified, interested candidates should send a cover letter, resume and three professional references to [careers@thepublicsradio.org](mailto:careers@thepublicsradio.org) with the subject line, "Membership and Marketing Director." Please include how you learned of the position. The Public's Radio is an EEO provider and committed to fostering diversity in the workplace. No phone calls, please. Position open until filled. Full-time, exempt position with benefits.