

## Job Description

<b>Job Title:</b>	Director of Membership
<b>Department:</b>	Development
<b>Reports To:</b>	SVP of Development
<b>Classification:</b>	Regular Full-Time
<b>FLSA Status:</b>	Salary Exempt
<b>Work Location:</b>	Colchester, Vermont
<b>Cellular Phone Reimbursement Eligible:</b>	Yes
<b>Prepared Date:</b>	October 2022

### Summary

The Director of Membership develops fundraising strategies and manages activities for annual giving from members and sustaining members. The Director leads and supports the team in achieving revenue goals and strategic initiatives and providing a high level of service to our members. Contributes to the general management of Vermont Public as a member of the management team.

### Essential Duties & Responsibilities

- Develop fundraising strategies and lead and manage fundraising activities and donor services primarily for members and sustaining members.
- Lead and supervise the Membership team.
- Project monthly and fiscal year annual giving expenses and revenue. Monitor financial performance and execute adjustments as needed to meet targets.
- Plan, execute and manage individual giving fundraising activities built around strategic goals.
- Support the development and execution of innovative special projects and experiments to explore new models and tactics for generating revenue.
- Oversee the management of fundraising activities including membership drives, direct mail appeals, digital fundraising, email campaigns and more.
- Supervises member services team in professional and efficient handling of member issues including donation support, assistance with Passport and more.
- Ensure Vermont Public's Gift Acceptance Policy and other pertinent Vermont Public policies are followed and external compliance requirements are met.
- Represent the interests, needs, and resources of the membership team and collaborate across departments for the achievement of mutual goals.
- Work with Senior VP of Development to assure team compliance with Vermont Public fundraising and ethics policies and external fundraising compliance requirements.

- Lead and supervise employees through individual coaching, resources and team meetings.
- Participate in the work of the Vermont Public management team.

## **EXCELLENCE IN THIS ORGANIZATION**

- A high level of commitment and dedication to the mission of the organization and public media.
- Ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.
- Preserving confidentiality appropriately.
- Serving as an excellent ambassador for the organization, both formally and informally. Helping listeners, potential listeners, donors, and potential donors connect with the organization.
- Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR/Vermont PBS listeners and donors. Managing conflict constructively.
- Demonstrating a commitment to the continuous improvement of the organization's ability to fulfill its mission and vision.
- Demonstrating and encouraging creativity and enthusiasm for this work.
- Expressing consistent, high-performance expectations for themselves, their department, the leadership, and the organization itself.
- Developing a broad understanding of the organization's departments, programs, and services to assist donors, collaborate effectively with peers, ensure respectful communication and teamwork among departments.

## **Supervisory Responsibilities:**

- Donor Relations Specialist(s)
- Digital Fundraising Specialist(s)
- Member Acquisition Specialist(s)

## **Position Requirements**

### **Education and Experience**

Bachelor's degree or combination of education and at least 5 years of relevant experience in development, customer service or related field(s). Supervisory or managerial experience is required. Experience in public media or nonprofit membership programs preferred. Effective

team leadership and management: recruiting, training, supervision, recognition. Demonstrated success developing and achieving measurable goals and process improvement, both individually and in a team leadership role. Excellent communication skills in writing, conversation and presentations. Ability to develop effective fundraising strategies that channel audience inspiration into financial support and result in strengthened donor engagement. Strong aptitude for projecting and budgeting financials, analyzing data and taking data-informed risks. Ability to work independently and collaboratively and in a fast-paced, deadline-driven environment.

### **Working Conditions**

Work is normally performed in a climate-controlled office environment with moderate noise levels (computers, telephones, etc.). No known environmental hazards are encountered in the normal performance of job duties.

**To include if applicable:** Must hold a valid driver's license to drive to various work sites.

**To include if Applicable:** Working conditions may vary outside the office and for jobs in production, maintenance, and engineering.

### **Physical Demands**

Work involves standing and walking for brief periods, bending, and filing, but most duties are from a seated position. There is potential for eyestrain from reading detailed materials on and computer screen. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

*Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.*

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