



Annual Giving & Member Engagement Director

WAMC

Location: Albany, NY

Reports to: Chief Development Officer

Status: Full-time

Organizational Overview

For nearly 45 years, WAMC/Northeast Public Radio has been a trusted voice across seven Northeastern states, known for its commitment to independent journalism, cultural programming, and civic engagement. With a loyal and growing audience, WAMC is a vital regional institution and one of the most respected public media organizations in the country. Under the leadership of a dynamic new President & CEO, WAMC is entering a new era of innovation, investment, and growth. The organization is strengthening its philanthropic foundation, expanding digital platforms, and preparing for the next generation of public media service. The Annual Giving & Member Engagement Director will play a central role in advancing the member experience.

Position Summary

The Annual Giving & Member Engagement Director will lead the strategy, implementation, and continuous improvement of WAMC's stewardship and annual giving/membership programs. This role is critical to advancing donor retention, upgrading annual donors, and building a strong major donor pipeline. Over time, the position will absorb additional responsibilities as the organization expands its multi-year strategy to strengthen acquisition, deepen engagement, and secure long-term revenue growth.

Key Responsibilities

Stewardship and Donor Engagement

- Lead and enhance stewardship initiatives to deepen donor relationships and improve retention.
- Develop and manage structured stewardship systems, including segmented acknowledgments, impact reports, and recognition programs.
- Maintain a portfolio of donors for personalized engagement through calls, notes, and visits.
- Oversee the thank-you pipeline and multi-tiered stewardship program supporting renewals and upgrades.
- Analyze donor trends to identify and execute upgrade and re-engagement strategies.
- Support major giving efforts by assisting with proposals, briefings, and cultivation plans.
- Collaborate across teams to integrate sustainer, mid-level, and major donor strategies and launch new initiatives such as peer-to-peer and Next-Gen campaigns.
- Partner with Membership and Marketing teams to improve digital engagement, evaluate trends, and share impact stories.

Annual Fund and Campaign Management

- Plan and execute multiple annual fund drives, including scripting on-air messages, sustainer campaigns, and matching gift challenges.
- Organize and coordinate member incentives, premiums, testimonial campaigns, and workplace giving outreach.
- Work with digital and marketing teams to deliver targeted email, social, and retargeting campaigns that acquire, retain, and upgrade donors.
- Manage donor communications and collateral, including upgrade messaging, welcome materials, impact updates, and appreciation events.

Operations & Collaboration

- Manage donor data, tracking, and reporting in CRM (Allegiance).
- Collaborate with leadership to build the major donor pipeline.
- Support donor and community events and represent WAMC as an ambassador in public and partner settings.

Qualifications

- Bachelor's degree or equivalent experience in nonprofit fundraising, donor relations, or related field
- 5+ years of experience in annual fund management, donor stewardship, or major gift fundraising
- Proven success in managing annual giving programs and supporting major gift development
- Excellent written and verbal communication skills, including donor correspondence and proposal writing
- Strong project management and organizational skills, with the ability to balance multiple priorities
- Proficiency in donor CRM systems and digital fundraising platforms
- Ability to work collaboratively across teams and build donor relationships
- Commitment to WAMC's mission

Core Competencies

- Donor-centered approach with a passion for relationship-building
- Analytical mindset and data-driven decision-making
- Creativity and innovation in donor engagement strategies
- Exceptional attention to detail and follow-through
- Flexibility and adaptability in a dynamic nonprofit setting

Compensation

Starting salary \$62,000 plus benefits

Please submit a resume and cover letter to Lizzie Honan at LHonan@wamc.org. Applications will be reviewed on a rolling basis. Only candidates selected for an interview will be contacted.