



Clark Atlanta University Job Description

Position Title:	Membership/Major Donor Coordinator
Employee:	
Department:	WCLK
Reports To:	Development Director

The following statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

General Function (Description):

Works with the Development Director and Membership Manager in the planning and execution of on air membership drives and day-to-day operations of the Membership Department. Produces effective on-air solicitation drives and online campaigns. Provide customer Service to the Membership Department. Coordinates Major Donor and Matching Gifts Programs. Helps with planning and coordinates major donor events. Responsible for membership outreach at remotes and events.

Examples of Duties and Responsibilities:

1. Works with the Development Director and Membership Manager to help plan and execute all membership related fundraising activities for the station including on-air, direct mail, telemarketing, and major donor and planned giving campaigns.
2. Responsible for scheduling, setting goals and training membership teams for on-air membership drives as well as provides training for the pledge supervisors and talent.
3. Coordinates special member related programs to include the Signature Serenade competition and the Matching Gift Program.
4. Works with Development Director to provide customer service and solicitation for major donors. Screens the member database for major donor prospects and prepares report for management to provide one on one contact.
5. Helps with planning and coordinates major donor events to help build and maintain close relationships between station and major donors.
6. Provides day to day handling of customer service, premium and paraphernalia selection and fulfillment, food solicitation and special guests scheduling.
7. Uses fundraising software to manage manipulate membership software and other forms of financial data.
8. Ensures that membership related information is updated for the website as needed.

9. Assists in the implementation of membership services processes such as electronic funds deposit, membership, payroll deduction, member newsletter and other forms of member/fundraising ideas.
10. Assists with all development and membership related tasks to include grant writing, solicitation and prospecting and serves as backup to the Membership Manager.
11. Works with Marketing Department for events such as Wednesday Wind down, Atlanta Jazz Festival, Jazz at the High and other station involved remotes and events to set-up and distribute Membership/Marketing outreach pieces for all station activity including fundraising campaigns, special events, paraphernalia sales, marketing materials and signature radio programs.
12. Other duties as assigned.

Knowledge, Skills and Abilities

- Demonstrates ability to lead and direct activities of professional and student staff in the membership department.
- Demonstrates ability to plan, organize and coordinate work in situations where demands of a diverse nature are involved.
- Ability to teach, train and supervise students and volunteers in a variety of departmental tasks.
- Demonstrates ability to supervise the work of students and coworkers.
- Mature temperament and a personality that will ensure a harmonious working relationship with faculty, staff, students, members and business professionals.
- Ability to maintain proper records and reports on students for the station.

Minimum Hiring Standards

Education	Demonstrated fundraising success, and experience in public broadcasting and on air campaigns. Bachelor's degree or comparable training/experience. Experience with public radio, PBS or other non-profit organizations a plus. Must have knowledge of budgets, financial accounting and be able to operate various financial transaction machines. Knowledge of FCC guidelines, pertaining to underwriting and on-air solicitation rules and guidelines.
Years of Experience Required	
Years of Management/Supervisor Experience	

Employee

Date

Manager/Supervisor

Date

Human Resources

Date