KGNU SEeks a Membership Coordinator

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KGNU

Job Opening for KGNU Membership Coordinator

Job Title: Membership Coordinator
Department: Development Department
Reports To: Community Development Director
Hours: FULL TIME 40hrs/wk, may include flexible hours during fund drives
Positions Supervised: May supervise volunteers, interns
Salary Range: $49,500 - $55,500
Benefits: Health Insurance, HRA, POP, and optional benefits
Location: Based in Boulder, CO
Travel: Occasional local

KGNU, an award-winning 46-year-old community radio station serving Boulder, Denver, and the Colorado Front Range, seeks an energetic, committed, highly organized, and extraordinarily personable Membership Coordinator.

Position Summary
The Membership Coordinator forms part of our development team, serving under the general supervision of the Community Development Director, works with a paid staff of eight, more than 300 volunteers, and is responsible for coordinating and implementing the activities of the Membership Department, which provides 60-70 percent of the station’s annual operating income.

The Membership Coordinator focuses on membership cultivation, growth, and retention, identifying prospects for new member acquisition to meet annual revenue goals for the membership program, and assists with providing data-based analysis and proposals for the strategic growth of the membership program.

Core Responsibilities Include (but may not be limited to):

Coordinate all on air membership campaigns; maintains and updates membership systems, provides guidance, trains, and coordinates volunteers to take donations and donor information during four annual membership and fund drives.

- Coordinate, plan, and implement all on-air membership and fund drives/campaigns (x4) in cooperation with station staff.
- Assist the communications team in developing effective themes and messaging for all on-air fundraising drives, promos, web, social media, e-newsletter, and direct mail campaigns, etc.
- Write and update pitch points and script materials for fund drives.
- Manage the Sustainer of Local Radio (SOLR monthly giving) program: proactively collect current credit card information; process annual premiums, send anniversary notices and other notification letters/emails; make changes to donor giving as requested.
- Manage all direct mail campaigns, enlisting volunteer help as needed.
- Stage and coordinate writing and mailing of thank-you letters, membership cards and tax receipts for all gifts made to KGNU.
- Track inventory, order and mail thank-you gifts related to fundraising.
- Assist with prospect research, cultivation, solicitation, and acquisition of contributions from individuals, businesses, and organizations.
- Assist with expanding the Member Benefits Program
- Assist with developing effective outreach and engagement strategies to increase membership and audience conversion to active contributors.

**Maintain the membership database (Salesforce),** tracking 4000-plus members/contributors, producing, and analyzing regular reports, daily data entry, maintaining the integrity and security of the database and PCI compliance.

- Follow-up to all Membership inquiries and account update requests in a prompt and courteous manner.
- Create and update member and donor history; assure donor confidentiality; proactively create regular reports and provide data-analysis.
- Gather data, analyze cost, and labor efficiencies and recommend improvements in membership procedures.
- Assess all campaign results based on acquired data.
- Use comprehensive database analysis to determine key opportunities for targeted fundraising success.

**Coordinate volunteer front desk ambassadors,** assist visitors to the station and ensure that listener-member comments are received and forwarded to relevant staff.

- Train and schedule a wide variety of volunteers to assist the membership department, front desk, and general office tasks.
- Assist with events as needed.
- Write and communicate volunteer job descriptions.
- Coordinate general outreach teams and inventory of outreach materials/assets.

**Track all incoming station revenue,** marking account numbers, preparing weekly deposits, and maintaining all records, running/updating credit cards, setting up and cancelling Automatic Fund Transfers, batch reports, etc.

Serve on committees as assigned by the Station Manager

**Qualifications:**
▪ 2 to 3 years of related membership or customer service experience
▪ Extraordinary customer service skills, with positive and personable presence
▪ Strong verbal and written communication skills
▪ Exceptional organizational skills with attention to detail

▪ High proficiency in google/office suites; excel, word, google docs/drive,
▪ Demonstrated experience maintaining membership/customer CRM databases (Salesforce, Allegiance, BlackBaud, Razor’s Edge, MemSys, or similar)
▪ Demonstrated Experience using MailChimp, Constant Contact, or similar electronic newsletter interfaces.

▪ Ability to develop strategies to meet donor revenue objectives, track results, and generate accurate reports.
▪ Proven ability to carry out multiple activities and responsibilities in one job.
▪ Proven Project Management experience

▪ Prior experience in non-profit membership fundraising, membership, or marketing
▪ Proven track record working effectively and enthusiastically in collaboration with a wide variety of people of all ages and backgrounds.
▪ Available to work outside of regular hours during fundraising campaigns and events.

Preferred Qualifications:
▪ Bilingual Spanish and English
▪ Fundraising and accounting background.
▪ Experience in Moves Management, donor cultivation.
▪ Demonstrated commitment to independent media.
▪ Prior experience working in community or public media.
▪ Experience developing and editing multimedia, photos, graphics, audio or video, materials.
▪ Demonstrated experience working with and coordinating volunteers.

Related Experience: On-air public broadcasting, non-profit fundraising, general administrative (non-profit, community or public media), customer service, marketing, bookkeeping.

Hours, Compensation, and Benefits (Full Time)
• Full Time – occasional evenings and weekends (requiring flexibility)
• $49,500 – $55,500 Base Salary commensurate with experience
• KGNU values its employees. This position comes with comprehensive health insurance with multiple plan options and optional add-ons, and a generous and flexible PTO policy, among other station benefits.
• This full-time position is based at KGNU’s Boulder, CO studios.
READ CAREFULLY AS INCOMPLETE APPLICATIONS CAN NOT BE CONSIDERED:

TO APPLY, please submit:

- your complete resume
- maximum 2-page cover letter addressing:
  - How you are qualified to perform the core duties expected of the Membership Coordinator.
  - Your vision for strengthening KGUN through Membership and outreach.
  - How you heard about KGUN.
  - Where you heard about this job opportunity.

All applications should be emailed to the KGUN Membership Coordinator Search Committee at job@kgnu.org

Application Deadline: Applications submitted by March 8, 2024, will be given priority for review.

Position Open Until Filled.

An automatic confirmation will be sent to everyone who applies. ONLY APPLICANTS INVITED TO INTERVIEW FOR THE POSITION WILL BE CONTACTED BY EMAIL OR PHONE after review of their application.

Application Checklist:

1) Current Resume/CV
2) Cover Letter (2 pages max): addressing the questions cited above
3) Contact Information for three professional references

KGUN is committed to diversity, equity, inclusiveness, and belonging.

**KGUN is an Equal Opportunity Employer.** In its activities and operations, KGUN is committed to nondiscrimination based on race, color, religion (creed), gender, gender identity or expression, age, national origin (ancestry), culture, physical or mental disability, marital status, sexual orientation, military status, economic status, or any other characteristic protected by federal, state, or local laws. These activities and operations include but are not limited to, hiring, and terminating staff, recruiting, and retaining volunteers, sourcing vendors, providing services and programming, training leaders, and welcoming and sustaining members. We are committed to providing an inclusive and welcoming environment for all members of our board, staff, volunteers, subcontractors, vendors, listener-members, and individuals who receive our services. We strongly encourage applications from people of all genders, people of color, and people with disabilities.