

KGNU SEEKS A MEMBERSHIP COORDINATOR

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KGNU **Job Opening for KGNU Membership Coordinator**

Job Title: Membership Coordinator
Department: Membership Department
Reports To: Station Manager
Hours: FULL TIME 40hrs/wk, FLSA Non-Exempt
Positions Supervised: May supervise volunteers, interns
Salary Range: \$48,500 - \$54,500
Benefits: Health Insurance, HRA, POP, and optional benefits
Location: in-person, based in Boulder, CO
Travel: Occasional local

KGNU, an award-winning 48-year-old community radio station serving Boulder, Denver, and the Colorado Front Range, seeks an energetic, committed, highly organized, and extraordinarily personable **Membership Coordinator**. This dynamic individual will help lead the KGNU membership program as the organization moves into a new community media center in downtown Boulder, kicking off an exciting new era in KGNU's nearly 50-year history.

Position Summary

The Membership Coordinator forms part of our development team, serving under the general supervision of the Station Manager, 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 KGNU member/donor relations, membership retention, cultivation, and growth through new member acquisition; meets annual revenue goals for the membership program; and maintains the membership database, providing data-based analysis and proposals for the strategic growth of the membership program.

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

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.

- Create and update member and donor history; assure donor confidentiality; proactively create regular reports and provide data analysis.
- Manage the Sustainer of Local Radio (SOLR) monthly giving program: proactively collect current credit card/ACH information; process annual thank-you gifts, send

anniversary notices and other notification letters/emails; make changes to donor giving as requested.

- Provide prompt and courteous follow-up to all Membership inquiries and account update requests.
- Assess all campaign results based on data acquired from each membership campaign.
- Use comprehensive database analysis to determine key opportunities for targeted membership campaign success.

Coordinate all on-air membership campaigns; maintain and update membership systems, provide guidance, train, and coordinate volunteers to take donations and donor information during four annual membership campaigns and fund drives.

- Coordinate, plan, and implement all on-air membership and fund drives/campaigns (x4) in cooperation with station staff.
- Write and update pitch points and script materials for fund drives.
- 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.
- Manage, draft, and prepare 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, orders, and mail thank-you gifts related to fundraising.
- Assist with expanding the Member Benefits Program
- Assist with developing effective outreach and engagement strategies to increase membership and audience conversion to active contributors.
- Assist with prospect research, cultivation, solicitation, and acquisition of contributions from individuals, businesses, and organizations.

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 consistent volunteers to assist the membership department as front desk ambassadors and with general office tasks.
- Assist with events as needed.
- Write and communicate volunteer job descriptions associated with the Membership Department.
- Assist in coordinating general outreach teams and inventory of outreach materials/assets.

Track all incoming station revenue, marking account numbers, preparing weekly deposits, and maintaining accurate 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:

- 3 or more years of related membership or customer service experience
- Extraordinary customer service skills, with a 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.
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- Ability to execute daily data-entry, track results, generate regular and accurate reports, and support meeting donor revenue objectives.
 - Proven ability to carry out multiple activities and responsibilities in one job.
 - Proven Project Management experience
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- 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:

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

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

Hours, Compensation, and Benefits (Full Time)

- **Full Time** – occasional evenings and weekends (requiring flexibility, during fund drives)
- \$48,500 – \$54,500 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 flexible PTO policy, among other benefits.
- **This full-time in-person position is based at KGNU's Boulder, CO studios.**

READ CAREFULLY AS INCOMPLETE APPLICATIONS CANNOT BE CONSIDERED:

TO APPLY, please submit:

- **Your complete resume**
- **maximum 2-page cover letter addressing:**

- How are you qualified to perform the core duties expected of the Membership Coordinator.
- Your vision for strengthening KGNU through Membership and outreach.
- How you heard about KGNU.
- Where you heard about this job opportunity.

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

Application Deadline:

Applications reviewed as received

Position Open Until Filled.

An automatic confirmation will be sent to all applicants. **ONLY APPLICANTS INVITED TO INTERVIEW FOR THE POSITION WILL BE CONTACTED BY EMAIL OR PHONE after review of their application.** Please DO NOT contact the station to inquire about applications.

Application Checklist:

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

KGNU is committed to fostering an inclusive and belonging work environment.

KGNU is an Equal Opportunity Employer. In its activities and operations, KGNU 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 backgrounds and lived experiences.