



## POSITION DESCRIPTION

**Job Title:** DEVELOPMENT/MEMBERSHIP MANAGER

**Department:** DEVELOPMENT

**Reports to:** DIRECTOR OF DEVELOPMENT

### POSITION SUMMARY:

The **Development/Membership Manager** is responsible for ensuring an engaged membership program via communication, member benefits and events, and strategies to increase renewals, reinstatements, and new members, with a focus on developing a culture of philanthropy within the membership base, particularly legacy giving. This position is also tasked with increasing Annual Fund giving, new revenue streams for grassroots fundraising efforts and online giving, major support of special events including the Annual Gala, and working closely with the Director of Development on Friends of the League and all areas of giving.

### JOB RESPONSIBILITIES

#### Essential Responsibilities and Duties:

#### I. Development

- Drive annual fund giving to increase participation and donations from members and donors, via mailings, phone calls, email outreach, and other strategies.
- Plan and execute cultivation events and Friends of the League donor events to maximize donor engagement.
- Prepare solicitation mailings, including the year end appeal, bequest solicitations, Friends of the League appeal letters, and other appeals.
- Work closely with Director of Development to manage aspects of the annual Gala.
- Plan and execute the Dream Ball cultivation event.
- Coordinate social media and online fundraising with The League's Marketing and Creative Services department to develop new revenue streams.
- Supervise development interns as needed.

## II. Membership

- Develop and implement strategies for increasing membership retention and attracting new members, with the goal of increasing both annual giving and legacy giving from this important constituency.
- Work closely with the Board of Control to update membership policies and practices in response to member needs.
- Improve Member communications: member meeting notifications, renewal notices, communication to Life Members, thank you letters; etc.
- Produce quarterly members email newsletter.
- Produce membership overview documents and promotional materials for distribution to potential, new, and existing members.
- Spearhead the annual renewal campaign.
- Communicate with prospective new members and guide the application process.
- Develop additional member benefits.
- Improve and cultivate Life Member and alumni engagement.
- Plan and execute member engagement events.
- Work closely with Database Manager for tracking of members.

## III. Board of Control

- Serve as liaison to the Board -- attend Board Meetings, prepare agendas, take notes and prepare/distribute final meeting minutes.
- Related responsibilities as needed.

## EXPERIENCE NEEDED FOR THIS POSITION:

- Bachelor's degree in Marketing, Communications, Fundraising, or a related field
- Minimum 3-4 years Development/Fundraising experience in an academic, non-profit, and/or arts environment
- Experience with *Raiser's Edge*, *iWave*, and *Mailchimp*
- Proficient with database input and management
- Excellent written and verbal communication skills
- Demonstrated facility managing, facilitating and presenting to committees and groups
- A highly organized individual who is efficient and detail-oriented
- Possess good judgment, a positive outlook, and an ability to cultivate relationships internally and externally
- Discretion with confidential and sensitive information
- A self-starter comfortable managing multiple tasks and projects in a fast-paced environment
- Proficient accessing and using research tools, social media, and computer/Internet applications
- Competency for budgeting and reporting
- Experience with Alumni engagement
- An appreciation and commitment to the mission and values of The League