



## Membership Operations Manager

### **FLSA Classification**

Full-time, Exempt

### **Reports to**

Development Director

### **Date**

1/24/2022

### **JOB DESCRIPTION**

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#### **Summary/objective**

This position oversees all aspects of PBS Fort Wayne membership including annual appeals, monthly renewals, frequent outreach via email, mail, phone and in-person, and regular quarterly pledge drives. This position manages donor information and uses donor software to accurately create, track and analyze PBS Fort Wayne annual fundraising efforts. Membership Operations Manager works with the Development Coordinator to provide exceptional customer service to all viewers of PBS Fort Wayne.

#### **Essential functions**

*Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.*

- Oversee daily member/non-member inquiries and provide appropriate and timely response.
- Manages monthly and annual donor renewal program.
- Maintains accurate donor records via Allegiance Fundraising software.
- Coordinates with Production, Programming and Corporate Development Managers for special pledge events.
- Oversees quarterly on-air pledge drives, including data input and analysis, gift fulfillment and volunteer recruitment, as necessary.
- Assist donors with giving programs, such as sustainers, Explorer Club, vehicle donations.
- Create weekly and annual newsletters and print appeals.
- Focus on donor strategies that contribute to the growing base of members and revenue.

- Work with Development staff to plan and execute donor events.
- Create and implement multi-channel direct response program that includes acquisition, retention and upgrade strategies and communications.

### **Required education, experience, and skills**

- Possess at least 2 years' experience in fundraising.
- Must possess a minimum of an associate degree.
- Experience working with a website CMS and with bulk email service (i.e. Constant Contact).
- Advanced Microsoft Office experience. Desire and ability to pay meticulous attention to detail.
- Excellent written, proofreading and verbal communication skills.
- Must possess excellent written and verbal communication skills. Must have polished, pleasant, and professional communication skills and ability to handle difficult calls.
- Must have the ability to be a team player and maintain donor confidentiality.

### **Supervisory responsibilities**

**This position does have supervisory responsibilities.**

### **Work environment**

- Completely in office, no working from home.

### **Physical demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Must be able to sit for several hours.
- Must be able to lift up to 25 lbs.

### **Travel required**

There is no travel required for this position, only to the office.

### **Other duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

***PBS is an equal opportunity employer. Working for PBS is about joining a culture of openness, collaboration, trust, and the invitation and expectation to have a voice. We strive to continually lead with our values and beliefs that enable everyone at PBS to develop their potential, bring their full self to the workplace, and engage in a workplace of diversity and inclusion.***