

Pittsburgh

Community Broadcasting

Pittsburgh Community Broadcasting Corporation

Job Posting

POSITION: Director of Membership

STATUS: Full-time, exempt

REPORTS TO: Vice President, Audiences and Revenue

AVAILABLE: Immediately

Position Summary

The Director of Membership is a department head management position, reporting to the Vice President, Audiences and Revenue, overseeing all individual giving and alternative revenue streams such as vehicle donation and corporate employer matches for Pittsburgh Community Broadcasting Corporation. The Director of Membership designs, implements, evaluates and refines PCBC's membership activities. The Director identifies, cultivates, solicits and stewards donors and prospects in accordance with strategic goals and targets set by the Vice President, Audiences and Revenue. This position provides leadership and direction for membership staff in support of strategic goals and objectives and successfully leverages all resources to implement fundraising plans. The Director of Membership is a strategic partner to the Director of Major Giving.

Essential Functions

- Develop an aggressive, multi-year membership growth strategy for each station, based station and industry benchmarks;
- Manage the membership program for both stations, including overseeing the monthly sustainer donation program, direct and email fundraising efforts, telemarketing, employer matching gifts, car donations, and any other donations from individuals not considered major gifts;
- Oversee the successful implementation of highly efficient on-air membership drives that results in member and revenue growth;
- Identify opportunities for special campaigns to solicit additional gifts from current members and acquire new members;
- Work with the Individual Giving Manager to develop a mid-level donor solicitation and cultivation program, including donor research, communication and moves management;
- Researches, writes, edits or oversees the preparation of persuasive, accurate, and well-crafted solicitations, proposals, case statements, reports, correspondence, and other development-related communication materials in support of the station's fund-raising activities;
- Provides strategic partnership with the Director of Major Giving including prospect identification, cultivation, solicitation and stewardship and record keeping;
- Develop and maintain the department budget, generate and analyze financial reports and track performance against measurable goals;
- Train and supervise and guide the membership team in accordance with the PCBC's policies and values;
- Cultivate collegial and productive relationships with internal and external stakeholders;
- Oversee fundraising recordkeeping systems ensuring data accuracy, donor privacy, acknowledgement and recognition and timely reporting;

- Represent Pittsburgh Community Broadcasting Corporation at key public events and important meetings to raise PCBC's profile and raise money.

Knowledge, Skills and Abilities

- Knowledge of fundraising processes around donor acquisition, retention and growing current donor value;
- Ability to manage a team to successfully achieve its goals as well as provide each team member with professional development guidance;
- Strong background in using fundraising database systems;
- Strong data analysis skills;
- Strong knowledge of best practices for maximizing performance in a membership/direct marketing campaign and the ability to translate research/metrics into strategy and tactics;
- Proven experience in crafting effective fundraising appeals;
- Experience in planning cultivation and fundraising events and other activities;
- Familiar with market research and audience research;
- Exceptional organizational skills with the ability to multitask and to establish effective timelines for accomplishing long-range goals;
- Ability to work independently and in a team environment;
- Confident presentation ability, excellent written and oral communication skills;
- High level of personal responsibility, strives to achieve the best results and assumes ownership and accountability for their own work and that of their direct reports;
- Experience managing budgets and ability to interpret and act upon financial information;
- Proficiency with a variety of technology tools including Microsoft Office, database management; and computer-based analytical skills;
- Excellent decision-making skills, ability to stay calm under pressure and handle non-routine situations with command and ease;
- Ability to serve as an ambassador, role model and a strategic leader for WESA and WYEP.

Requirements & Qualifications

- At least five years of progressively responsible fundraising work with supervisory experience;
- CFRE credential desired;
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times;
- Honesty and integrity in all dealings;
- Enthusiasm for the missions of PCBC and its stations;

Work Environment

This job operates in a professional office environment; This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and printers; This position will require travel to various events; Typical office hours are Monday – Friday, 9:00-6:00, however, evening and weekend work are occasionally necessary.

To Apply

Applicants are invited to send a cover letter, a detailed resume, and three references to hr@pittsburghcommunitybroadcasting.org. In your email, please let us know how you heard about the position. This position is available immediately, and the search for candidates may be terminated without notice. No phone calls, please.

Benefits and More

Pittsburgh Community Broadcasting Corporation offers a competitive salary and an excellent benefits package that includes health and life insurance benefits, a 403(b) retirement plan with generous company matching contributions, paid vacation and holidays, maternity and new parent leave, and a workplace culture that is fun, diverse and innovative.

The Company

Pittsburgh Community Broadcasting is an independent, locally owned, community-supported public media organization - home to Pittsburgh's NPR News station, 90.5 WESA, and Triple A music station, 91.3 WYEP, serving Pittsburgh and the surrounding communities of western Pennsylvania. Our mission is to "create and distribute trusted content, build connections, and strengthen our community through public media."

90.5 WESA was launched in 2011 (in partnership with Pittsburgh's philanthropic community) with an NPR news format. Its stated mission is "to work for the public to inform people in ways that engage and inspire them to create dialogue about community issues and stories."

91.3 WYEP was founded in 1974 as an all-volunteer community licensed radio station. It broadcasts a diverse offering of adult alternative music, provides community education programs, and presents a large number of highly visible events and concerts in the region. Its mission is to "enrich the community through musical discovery, expression and education."

In addition to radio programming, our stations play an active role in engaging the community through online and mobile services and in-person events and have a prominent voice in Pittsburgh's civic and cultural affairs. Each week more than 200,000 southwestern Pennsylvanians listen to our broadcasts, and tens of thousands more engage with our content through our websites and mobile digital services.

Pittsburgh Community Broadcasting Corporation is committed to creating a diverse environment and is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.