

## **KDNK RADIO SEEKING A DEVELOPMENT DIRECTOR**

### **ORGANIZATION DESCRIPTION**

The nonprofit KDNK Carbondale Community Access Radio hit the airwaves 34 years ago with a mission to provide public access radio that connects community members to one another and the world. We have grown our reach in the Roaring Fork Valley and beyond, across 8 FM signals and new online platforms. We have expanded public service with award-winning local news and 100 volunteer programmers. We host and produce live concerts and special events each year to benefit the community. Plus, our growing relationships with partners like the Andy Zanca Youth Empowerment Program and the Carbondale Creative District, along with our newly re-zoned building, have increased the need for full-time staff development support.

### **POSITION OVERVIEW**

KDNK Development Director is a new position that represents our invigorated focus on fundraising. We seek an outgoing people person committed to the mission of community radio, who is unafraid to ask for money. The position is responsible for leading development activities including membership, volunteer coordination for events, continued growth of our major donor program, planned giving, and grants. The development director will work directly with the board of directors on fundraising activities and cultivate board involvement and station participation.

A key element of development for the KDNK position is our membership, and this job differs from a traditional “development director” position in the focus on serving members. It is essential that candidates are comfortable working with over 1000 members, including significant volunteer organization. Assistance with outreach, promotions, and social media are a plus. The Development Director works to keep our “case for giving” vital and easily understandable to all prospective members and major donors. The ideal start date is November 6th, 2017.

### **JOB DUTIES**

#### **Membership**

- Deliver friendly customer service to members, who contribute 33% of annual income
- Maintain KDNK’s membership database, online banking, and software (Click & Pledge)
- Oversee membership outreach including email (MyEmma) and bulk mail lists
- Manage collections, thank yous, tax letters, and monthly reporting including regular collections calls for lapsed credit cards and bank routing questions

#### **Pledge Drives**

- Create a timeline and establish deadlines for two annual membership drives
- Procure donated incentives & thank-you gifts, including food donations, during the drives
- Coordinate schedule of volunteer opportunities before, during, and after drives

#### **Major Donors**

- Lead the expansion of the “Record Club” for major giving, including two annual events
- Cultivate major donors through ongoing relationships, community participation, outreach
- Create and distribute Annual Fund letter
- Manage “Giving Tuesday” “Colorado Gives” and “Give Big To My Station” campaigns
- Expand the planned giving program to attract future bequests

### **Event and Volunteer Coordination**

- Work with GM to plan and execute 6-12 successful events including the Labor of Love Auction, Hootenanny concert, Ladies Arm Wrestling events, CD & Record Sale at Potato Day, beer tent at Dandelion Day, cantina at Mountain Fair, and Halloween Dance Party
- Labor of Love Auction includes the solicitation of item donations, management of Greater Giving software, volunteer scheduling, event oversight
- Cultivate relationships with local restaurants, potential venues, in-kind donors
- Lead, market, cultivate, and manage the volunteer program as a staffing resource
- Establish front desk volunteer receptionist program
- Administer SignUp.com account and kdnk.org/get-involved page for volunteer schedules
- Create protocol, training, tracking and best practices for volunteer experience
- Assist with HR policy making and enforcement for over 100 volunteer programmers

### **Grants**

- Apply for grants, manage grant calendar, assist with documentation of grant deliverables
- Stay current on upcoming opportunities with ongoing grant research and relationship cultivation with grantmakers, especially local and regional grantmaking organizations
- Assist with Corporation for Public Broadcasting financial reporting requirements

### **REQUIRED QUALIFICATIONS**

- High school diploma or GED
- Fundraising experience
- Attention to detail and accuracy with financial information
- People skills including patience, professionalism, persistence, team spirit
- Comfort learning new (and old) technologies with self-directed implementation
- Ability to start right away

### **DESIRED QUALIFICATIONS**

- Bachelor's degree
- Prior work at a nonprofit
- Comfort being live on the radio
- Familiarity with the Roaring Fork Valley
- Basic graphic design and layout capabilities
- Confidence using social media platforms including Facebook, Twitter, Instagram

### **SALARY**

Full-time position. Pay DOE. Starting at \$40,000 negotiable.

Includes two weeks paid vacation, dental insurance, half paid health insurance.

### **APPLICATION INSTRUCTIONS**

Please email resume, cover letter, and three professional references to general manager Gavin Dahl, [gavin@kdnk.org](mailto:gavin@kdnk.org), no later than 5pm October 26th. Please specifically address in the letter your relevant experience with fundraising, events, and volunteer management. No calls please.



