

## **KVNF Membership Manager – Position Description**

The KVNF Membership Manager reports directly to the General Manager and is a key member of the KVNF Management Team.

Responsibilities include but are not limited to:

- Leading membership communication including renewal/appeal letters, thank you notes, newsletters, and general correspondence.
- Working with the General Manager to plan and implement membership recruitment and retention strategies.
- Meeting membership income goals through mailings, on-air pledge drives and monthly giving.
- Working with the Major Donor Team and General Manager to develop and execute an effective major giving and planned giving program.
- Maintaining the membership database using Allegiance Membership Software.
- Processing and tracking membership payments.
- Leading on-air fundraising planning, coordination and execution.
- Assisting with KVNF marketing strategies including social media, creation of print materials and press releases.
- Assisting with KVNF Events as needed. This may include occasional nights and weekends.
- Assisting in office administrative tasks such as answering phones, giving station tours etc.

Required computer skills:

- Microsoft Word and Excel.
- Proficiency with various social media platforms
- Constant Contact, MailChimp or similar
- Basic understanding of database structures.
- Familiarity with Adobe Photoshop, Adobe InDesign or other photo-editing and layout programs a plus

This position requires strong computer and organizational skills along with the ability to work effectively on your own. As the face of KVNF's membership, you must be an effective written and verbal communicator with staff, KVNF Board, members and volunteers. Training will be provided for specialist software but learning the software is a critical component for the successful candidate. A love of community radio is essential and marketing and/or graphic design experience is a plus. This position requires a willingness to be flexible in the work schedule during certain times of the year.