



## **MEMBERSHIP MANAGER**

### **About Us:**

Riverkeeper is New York's premier water quality advocate. Our mission is to protect and restore the Hudson River from source to sea and safeguard drinking water supplies, through advocacy rooted in community partnerships, science and law. With an annual operating budget of \$4.9 million, Riverkeeper is a mid-sized not-for-profit operating in the Hudson Valley. This is an exciting opportunity to join a dynamic organization experiencing significant growth. For more information, visit [www.riverkeeper.org](http://www.riverkeeper.org).

### **Position Summary:**

The Membership Manager is responsible for the stewardship of Riverkeeper's membership base who donate up to \$4,999 to the organization. The key objectives for this position are to expand the number of members (currently at 3,700) by at least 50% and increase the membership funding stream for Riverkeeper's work from \$500,000 to \$650,000 in the next five years.

Reporting to the VP for Development and working closely with the Director of Communications and Marketing, the Membership Manager will plan and execute creative campaigns using a wide variety of strategies, including both broad and targeted outreach through print and digital communications, text-based messaging, influencers and social media, to inform and increase Riverkeeper's membership. The Membership Manager will implement digital best practices and marketing techniques and ensure that the database and administrative processes that support Membership run efficiently, from interactions with members to data and gift entry, to acknowledgments.

### **Essential Duties & Responsibilities:**

#### **MEMBERSHIP COMMUNICATIONS & OUTREACH**

- In partnership with the Communications and Marketing team, create member communication and engagement materials including direct mail, email, newsletters, surveys, organic and paid social media and membership campaigns.
- Use established communication and outreach methods to:
  - manage membership renewal process for existing and lapsed members
  - identify and qualify current and prospective members
  - prospect, guide and convert members through various donor levels including Major Gifts and Planned Giving
  - work with Volunteer and Outreach Coordinator in creating and executing strategies to convert volunteers, event attendees and activists to member/donor status.
- Explore and implement new technologies (e.g., text messaging, peer-to-peer fundraising) to grow membership as needed/available.
- Conduct in-person solicitation meetings and/or calls with higher level members as needed.
- Collaborate closely with the digital and media specialist, who manages Riverkeeper's website and online giving portal.

#### **ADMINISTRATIVE**

- Oversee the integrity of membership records within the donor database, supervise acknowledgment procedures, list maintenance, and membership data clean up as needed.
- Administer membership budget and postage accounts, giving vehicle accounts such as EarthShare, 1% for the Planet, and others as needed.



- Manage Riverkeeper merchandise budget, inventory, creation, and sales online through Shopify and in-person at events as needed.
- Work with Database Coordinator to pull mailing lists, queries, and reports from the Raiser's Edge database.
- Collaborate with program staff and Volunteer & Outreach Coordinator to manage outreach, advocacy, and other movement-building events and activities.
- Other duties as assigned.

### **Experience & Competencies**

*Research shows that women and people from under-represented groups often apply to jobs only if they meet 100% of the qualifications. Please know that no one ever meets 100% of the qualifications. If much of this describes you, we encourage you to apply.*

This might be the right next role for you if you have **3-5 years** of relevant experience in membership management preferably in the non-profit sector.

- Undergraduate degree or combination of education/work experience in a related field strongly preferred.
- Direct working knowledge with fundraising using varied methods (direct mail, digital channels and social media campaigns, etc.).
- Must have excellent writing ability, and strong communications skills to interact effectively and discretely with members and donors.
- Technical proficiency with Blackbaud Raiser's Edge, Luminate Online and/or similar database platforms; proficiency in MS Office and Google Suite.
- Strong organizational skills in handling multiple assignments simultaneously while keeping attention to detail and accuracy.
- Experience in coordinating advocacy and volunteer events is a plus.
- Must be adaptable to working autonomously and as part of team in an open environment.
- Ability to function in a fast-paced environment, be self-motivated and proactive in advancing Riverkeeper's growth.
- Sense of humor, dependability, and collaborative spirit are essential.

### **Other Employment Details**

- This exempt position is full time (40 hours/week). This position requires flexibility to work some evenings and weekends. Hybrid schedule requiring a minimum of 2 days in the office.
- Base salary range: \$70,000 - \$75,000, commensurate with experience.
- Riverkeeper offers health, dental, vision, life and disability coverage, retirement savings plan match, annual \$500 professional development stipend, Paid Time Off (vacation, sick, personal days, parental leave, holidays, summer Fridays), and other benefits; closed between Christmas and New Year's Day holidays.
- All employees are must be fully vaccinated for Covid-19.

### **How to Apply**

You must submit a resume and cover letter via email to [humanresources@riverkeeper.org](mailto:humanresources@riverkeeper.org). Please write '**Membership Manager**' in the subject line. The position will remain open until filled.

*Riverkeeper is an AA/EEO employer. Riverkeeper is committed to attracting, developing, and retaining exceptional people, and to creating a work environment that is dynamic, rewarding, and enables each of us to realize our potential. Our work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law. People from diverse backgrounds are encouraged to apply.*