

Job Opening: Membership Manager

POSITION TITLE: Membership Manager

REPORTS TO: Associate Director

STATUS: Full Time, Exempt

MISSION: Greenbelt Land Trust acts to preserve in perpetuity native habitats, working lands, and lands of natural beauty which provide a connection to the natural world for residents of the mid-Willamette Valley in western Oregon. Greenbelt is an accredited land trust formed in 1989 that has permanently protected 3,600 acres. Greenbelt is committed to leaving a legacy for future generations, and have robust land acquisition, stewardship, and public engagement programs within our communities.

JOB SUMMARY

The Membership Manager acts as a critical member of the Development Team at Greenbelt Land Trust, designing and leading GLT's comprehensive annual membership program to diversify and grow revenue streams, including direct mail, email campaigns, and donor recognition activities. The Membership Manager will oversee the effective use of GLT's donor database to record donations, manage relationships, and product statistical reporting and analysis, mailing lists, and donor/prospect research reports. The Manager also provides administrative support for the Development Team's overall fundraising work, including assisting with capital campaigns, major gifts, planned gifts and donor outreach.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Annual Giving

- Set annual giving (membership) goals and coordinate planning to achieve those goals.
- Coordinate annual and membership appeals, including preparation and distribution of direct mail, e-mail and social media to meet revenue goals. This includes working with print contractors and graphic designers to produce high-quality fundraising materials.
- Segment and analyze current member database and prospect lists to define audiences for appeals.
- Update and document systems for renewing, upgrading, and appealing to individual and business members at all levels.
- Create content for appeal letters, newsletters, blog posts, and other GLT materials.
- Complete solicitations on personal portfolio assignments of donor prospects to meet annual goals. Provide support to the Development Committee, leadership team, and board on tracking and managing donor portfolios and workplans.
- Work with Associate Director to develop and implement plans and strategies to cultivate and expand business partnerships and achieve annual sponsorship goals.
- Maintain the paper donor record filing system.
- Oversee the Development Department's printing and mailing budget.
- Work with volunteers working to support membership programs.

Donor Stewardship

- Follow timely process for mailing gift acknowledgements.
- Provide timely pledge reminders and year-end donor reports.
- Implement donor stewardship plan and coordinate staff and volunteer assignments
- Manage donor recognition strategies.

Database Management

- Serve as administrator of eTapestry database, maintaining its integrity with timely audits to assure quality data. Oversee training to other internal users.
- Manage the data entry of gifts and transactions at all levels and coordinate the appropriate acknowledgement and recognition protocols in a timely manner.
- Complete gift reconciliation with finance department and other members of the Development Team.
- Compile, analyze, and provide reports on membership composition and trends for staff members, the Development Committee, and the Board.
- Create custom reports to support constituent engagement and revenue analysis. Develop and manage tools for benchmarking progress in alignment with 2016-2021 Strategic Plan goals.

Events

- Lead annual fundraising events. Responsible for event conception, planning and logistics, volunteer/vendor coordination, staff engagement, budget management and outcome reporting.
- Represent Greenbelt Land Trust and conduct in-person outreach at events, one-on-one meetings and other opportunities as needed. May include evening and weekend events.
- Plan and implement donor stewardship and cultivation events, house parties, property tours and other donor-engagement activities.

Other duties as assigned by supervisor

QUALIFICATIONS

1. A genuine passion for land conservation and an interest in land trusts
2. A natural lean toward getting to know people and communicating with them
3. A demonstrated commitment to promoting and enhancing diversity and equity
4. Experience planning and prioritizing workloads to meet tight deadlines while juggling priorities
5. Demonstrated ability to work independently and show initiative, and work effectively as part of a team
6. Excellent interpersonal skills with an outgoing and friendly demeanor
7. A genuine interest in keeping abreast of trends in nonprofit fundraising and membership tools and techniques.
8. Excellent communication and listening skills
9. Event planning experience
10. Familiarity with donor cultivation, moves-management, and fundraising reporting
11. Fluency with donor databases (Raiser's Edge or eTapestry experience desired)
12. Demonstrated ability to rapidly learn and use new technology

13. Bachelor's degree with preferences in the field of communications, marketing, or natural resources preferred
14. Excellent skills in word processing and spreadsheet management, including MS Word and Excel

EXCEPTIONAL CANDIDATES WILL HAVE SOME/ ALL OF THE FOLLOWING EXPERIENCE:

1. Experience working for a land trust
2. Experience managing membership programs
3. Experience with nonprofit fundraising campaigns

WORKING CONDITIONS

- This work requires minor physical exertion and/or strain
- Work is often fast-paced, stressful, and requires managing multiple projects with deadlines
- A willingness to work flexible hours and occasional evenings and weekends is necessary

COMPENSATION

Starting salary is \$50,000-\$55,000 DOE. GLT provides a group health plan, retirement, and vacation and sick leave. This is a full-time exempt position, based in Corvallis, Oregon. Greenbelt Land Trust is an equal opportunity employer.

TO APPLY

With 'Membership Manager' in the email subject line, email a letter of interest and resume (single pdf preferred) and contact information for three (3) references to:

Jessica McDonald

jessica@greenbeltlandtrust.org

- Applications are only accepted electronically.

Deadline of Friday, October 12th (5pm) – though position will remain opened until filled.

Please visit our website for more information: www.greenbeltlandtrust.org