

POSITION TITLE: Membership Manager

REPORTS TO: Executive Director

STATUS: Full Time, Exempt

POSITION 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 produce 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.

All positions at Greenbelt Land Trust are active in the organization's commitment to equity, diversity, and inclusion (EDI), and will participate in efforts to integrate the values of EDI into Greenbelt's daily operations and program governance.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Annual Giving

- Set annual giving (membership) goals and coordinate planning to achieve those goals.
- Coordinate annual and special 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, as well as creating fundraising outreach materials through the use of Canva, Creative Suite, and other graphic programs.
- Segment and analyze current member database and prospect lists to define audiences for appeals.
- Complete solicitations on personal portfolio assignments of donor prospects to meet annual goals.
- Update and document systems for renewing, upgrading, and appealing to individual and business members at all levels.
- Create fundraising content for appeal letters, newsletters, and other GLT materials.
- Play an active role in the organization's Development Committee, providing leadership to the Committee and report on tracking progress to annual fundraising goals.
- Assist in developing and implementing plans and strategies to cultivate and expand business partnerships and achieve annual sponsorship goals.
- Oversee the Development Department's printing and mailing budget.

Database Management

- Serve as administrator of eTapestry database, maintaining its integrity with timely audits to assure quality data. Oversee training to other internal users.
- Maintain the paper donor record filing system.
- 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.

Donor Stewardship

- Manage donor recognition strategies, including adhering to a timely process for sending individual gift acknowledgements.
- Provide donation pledge reminders and year-end donor reports on a scheduled basis.
- Implement donor stewardship plan and coordinate staff and volunteer assignments related to that plan.

Events

- Coordinate annual fundraising events in partnership with Greenbelt's Outreach staff. Responsible for event 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. Experience managing CRM (donor) databases
12. Demonstrated ability to rapidly learn and use new technology
13. 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
4. Experience with graphic design programs

WORKING CONDITIONS

- This work requires minor physical exertion and/or strain
- Work includes seasonal/periodic fundraising times that can be fast-paced, stressful, and requires managing multiple projects with deadlines
- A willingness to work flexible hours and occasional evenings and weekends is necessary
- This position can be a hybrid of work from home and office work, with an expectation of being at least 50% in-office work

COMPENSATION

Starting salary is \$57,000-60,000. Greenbelt Land Trust provides a group health plan, dental, vision, and short and long term disability benefits, retirement, eleven floating holidays, and 16- hours per month Paid Time Off. This is a full-time exempt position. Greenbelt Land Trust is an equal opportunity employer. We are committed to a diverse and equitable workplace and encourage people from underrepresented groups to apply.

TO APPLY

With 'Membership Manager' in the email subject line, email a one-page cover letter*, resume, contact information for three references, and a 250 word statement on why equity is an important value in your personal and/or professional life or your future plans towards growing in this area.

Send to: jobs@greenbeltlandtrust.org (Applications are only accepted electronically).

Deadline of, Wednesday, April 6th (5pm) – position will remain opened until filled.

*Your application will be evaluated based on your strengths in the following categories, so please specifically address these points in your letter:

1. Project management and attention to detail
2. People skills. Your ability to work cooperatively with diverse partners to achieve shared goals.
3. Familiarity with nonprofit donor databases.