

KSER is Hiring: Director of Membership and Community Outreach

Job Title: Director of Membership and Community Outreach

Reports to: General Manager

Employment Status: Full-time; Exempt;

Direct Reports: Works in close coordination with and supports volunteers, Underwriting Consultant and Program Director

Salary Range: \$50,000 - \$52,000

Location: In-person, based at KSER offices in Everett, WA

Affirmative Action/Equal Employment Opportunity

KSER Radio is an equal opportunity and affirmative action employer. Women and people of color are encouraged to apply. Our organization does not discriminate on the basis of age, race, religion, color, sex, national origin, marital status, sexual orientation, gender identity, class, physical or mental disability.

Please send a cover letter and resume to: garett@kser.org

General Description:

KSER is Community Public Radio broadcasting terrestrially at 90.7 FM and 89.9 FM, and streaming at KSER.org worldwide; Serving Everett, the communities of Snohomish County, Whidbey and Camano Islands and North Puget Sound since 1991. As we begin our 36th year, we are entering a period of growth and evolution. Key to this is our membership and community outreach. To help in this effort, we are seeking a Director of Membership and Community Outreach to build, support and lead an audience-focused membership and community outreach strategy, that deepens relationships, strengthens loyalty, grows revenue, and connects more people to KSER. This is an opportunity to work collaboratively to help shape strategy, improve workflow, and increase our membership, while engaging with community to grow listeners and supporters.

Core Job Responsibilities Include (but may not be limited to):

- Act as the primary point of contact for donor needs and concerns, including in-person, phone, email and voicemail management and interaction.
- Manage and maintain the membership database (Allegiance), tracking members/contributors, daily data entry, producing and analyzing regular reports, maintaining the integrity and security of the database, and PCI compliance.
- Manage monthly sustainer program: proactively collect current credit card/ACH information; process thank-you letters, send anniversary notices and other notification letters/emails; make changes to donor giving as requested.
- Create and update member and donor history; assure donor confidentiality.
- Provide prompt and courteous follow-up to all Membership inquiries and account update requests.

- Coordinate, plan, and implement all on-air membership campaigns in collaboration with General Manager and Program Director.
- Collaborate in developing effective themes and messaging for all on air fundraising campaigns, website, social media, e-newsletter, and direct mail, etc.
- Manage, draft, and prepare all direct mail campaigns.
- Write and update pitch points and script materials for fund drives.
- Serve a key on-air role in pledge drives as assigned by supervisor.
- Provide guidance, train, and coordinate volunteers to take donations and donor information during membership campaigns and fund drives.
- Contribute to the overall success of the station's membership services by performing other duties as assigned by supervisor.
- Collaborate and assist with marketing efforts, including direct mail, digital marketing, social media coordination, and identifying marketing trends and opportunities for growth.
- Develop and implement outreach strategies to engage community members and stakeholders, ensuring alignment with the KSER mission and goals.
- Oversee the planning, execution, and evaluation of community events and programs designed to increase KSER visibility and community involvement.
- Lead the creation and distribution of outreach materials, including flyers, posters, brochures, newsletters, etc. to promote KSER in the community.
- Lead social media efforts and community management in collaboration with General Manager and Program Director.
- Assist with website content management and updates.

Ideal Qualities:

- Extraordinary customer service skills with 3 or more years of related membership or customer service experience.
- Strong verbal and written communication skills.
- Exceptional organizational skills with attention to detail.
- High proficiency in google/office suites; excel, word, google docs/drive.
- Experience using Constant Contact, Mailchimp or similar e-newsletter platforms.
- Proven ability to carry out multiple activities and responsibilities in one job.
- Proven track record working effectively and enthusiastically in collaboration with a wide variety of people of all ages and backgrounds.
- Experience developing and editing multimedia, photos, graphics, audio, or video materials.
- Demonstrated experience working with and coordinating volunteers.
- Capacity to work flexible hours, including evenings and weekends, as necessary.
- A positive, personable and energetic presence.