Position: Membership Engagement Specialist  
Reports To: Fundraising Communications Manager  
FLSA Status: Full time, Exempt  
Department: Membership

Summary:  
The Member Engagement Specialist is responsible for creating, executing and measuring donor and prospect journeys, from gift inception to acknowledgement, support, meaningful connection and stewardship. The specialist collaborates with Fundraising, Data, Audience & Platforms and Programming teams to build impactful, measurable multi-channel communications and systems so that no systemic component is overlooked.

Essential Duties and Responsibilities:

- Personalizing and influencing the experience of all donor populations to align with the departmental vision of providing the best donor experience in public media by being grateful, authentic, transparent, and timely.
- In collaboration with the Fundraising Communications Manager, develops member stewardship plans and touchpoints around annual fundraising schedules. (sustaining members, first-time donors, car donors, etc.).
  - Oversee all gift acknowledgment processes and communications channels (email, direct mail, phone, etc.)
  - Coordinates member newsletters (email & print)
- Collaborates with Audience and Platforms Division to engage donor prospects through their engagement journey with the organization; creates and executes membership lead generation campaigns using digital platforms and in-person events (when possible).
- Serves as the primary author of engaging member stewardship content, including print collateral, on-air, website, social media, email, CPR’s intranet, slack, and other materials as needed.
- Manages proactive and reactive message alignment with Fundraising Communications Team and CPR’s inbound call center; leads regular audits of the department’s existing communications.
- Creates content and content strategy for CPR’s Salesforce Member Community and moderates all user-generated content within the Member Community.
- In collaboration with Audience and Platforms, plan and execute member-exclusive events and create opportunities to add value to the member experience at public events (virtual and in-person when possible).
- Monitors effectiveness of all stewardship efforts and continually strives to improve membership stewardship messaging using
  - Digital Analytics
  - Surveys
  - A/B Testing
- Provides support for fundraising campaign efforts, including proofing, copyediting, and revision.
- Manage aspects of budget and invoices specific to engagement efforts.
- Contribute to a creative and productive work environment.
- Other duties as assigned.
Core Competencies:

- **Change/Adaptability/Flexibility:** Adapts to change that benefits CPR, is open to new ideas, takes on new responsibilities, handles pressure, adjusts plans to meet changing needs.

- **Communication:** Communicates well both verbally and in writing, promptly shares information and ideas with others throughout the organization as appropriate, has active listening skills, can negotiate and persuade as needed.

- **Results Focus/Initiative:** Targets and achieves results, sets challenging goals, prioritizes tasks, overcomes obstacles, accepts accountability, sets high standards and takes responsibility, provides leadership/motivation.

- **Collaboration:** Working collaboratively with others to solve problems, achieve common goals and positive results. Listens to others and values opinions. Is open with other team members and expresses disagreement constructively. Seeks opportunities to work on teams as a means to develop experience and knowledge.

**Education and Experience Requirements:**

- Identification with the mission and purpose of Colorado Public Radio
- Working knowledge of public broadcasting and non-profit fundraising
- Creative writing and editing skills
- Experience developing and managing content production for a broad range of distribution channels
- College degree preferred in marketing, communications, nonprofit management or related field.
- Knowledge of editorial style and production processes
- Significant independent judgment and strategic planning abilities
- Strong organizational skills and ability to lead and manage multiple deadlines simultaneously
- Experience with social media publishing tools, web content management systems and email service providers desired (Salesforce and Pardot experience a plus)
- Courteous and patient approach to supporting members and teammates
- Excellent with time and task management skills