

**Colorado Public Radio  
Job Description (September 2021)**

**Position:** Fundraising Manager  
**Reports To:** Membership Director  
**FLSA Status:** Full-time, Exempt  
**Department:** Membership

**Summary:**

In collaboration with the Director, the Manager develops, executes and measures integrated, multi-channel donor acquisition, retention and upgrade strategies.

As a member of the Membership management team, the Manager is responsible for leading and supervising the full scope of fundraising communications, working in collaboration across Membership, the organization and vendors to meet revenue goals.

**Essential Duties and Responsibilities:**

- Manages strategy, execution and evaluation of all non-broadcast fundraising communications for three distinct public media services: Colorado Public Radio, KRCC and Denverite. Facilitates the architecture, coordination and measurement of fundraising efforts. Includes tracking and managing department expenses, consulting services and vendor relationships.
- Supervises a team in functional communication roles of coordination and execution.
- Provides direction to the Membership Data team for donor segmentation strategies to ensure accurate and relevant donor communications.
- Works closely with Audience & Platforms teams to inform and optimize lead generation strategies to develop the donor prospect funnel.

**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.

**Additional competencies:**

- Detail oriented with excellent organizational skills.
- Innovative.
- Ability to solve problems and resolve conflicts.

- Excellent oral and written communication skills.
- Ability to multitask and manage multiple competing priorities.
- Analytical and ability to think critically.
- Ability to manage the performance of others and to be supportive.
- Leadership skills.
- Ability to make decisions.
- Strategic thinking and planning skills.

**Knowledge, Skills and Abilities:**

- Minimum 5 years direct response fundraising experience is required.
- Minimum of 3 years leading and managing a team is required.
- Proven ability to orchestrate strategic communications for multiple audiences using best practices in direct mail, email, social media, telemarketing and other communication channels is required.
- Ability to plan strategically with a global vision that is in alignment with the goals of the Development Department and overall strategic goals of the organization is required.
- Proven analytical skills to uncover opportunities and greater efficiencies is required.
- Success working collaboratively toward mutual goals is required.
- Experience working in Salesforce or similar CRM as well as an in-depth understanding of email marketing systems is required. Pardot experience is highly desirable.

Position is based at CPR's Centennial headquarters and incumbent is required to live in the greater Denver metro area.