

Job Title: Membership Coordinator/Admin Specialist**Organization:** Basin PBS**Location:** Midland, TX**Closing Date:** Open until filled**Job Description:****General Function**

The Membership Coordinator is responsible for revenue generation in the area of individual giving for Basin PBS. The Membership Coordinator engages in strategic planning, implementation, and follow-up in all station membership fundraising activities which includes on-air pledge events, direct mail campaigns, digital fundraising, and telemarketing campaigns. The Membership Coordinator plans and executes marketing activities designed to better understand member needs and preferences and develops targeted fundraising appeals to new members, mid-level and major donors in order to develop higher renewal rates, increased levels of giving, and overall growth of membership roster.

Description of Primary Duties

1. Encourages giving to Basin PBS by writing print, on-air, email, social media, and web materials, letter writing for renewal and additional gift mailings. Creating digital engagement materials through multiple platforms, and development of membership surveys to better gauge satisfaction with programming and member benefits.
2. Maintains accurate membership records by entering contributions and pledges, program preferences, and contact information using specialized public broadcasting software.
3. Develops effective fundraising strategies by analyzing mail, e-communications, pledge, and telemarketing statistics.
4. Provides and analyzes data for Corporation for Public Broadcasting system reporting on public broadcasting membership and develops fundraising projections for pledge programming based on historical analysis and research of national giving for pledge programs.
5. Maintains good donor relationships by ensuring timely premium distribution, providing timely responses to member questions, writing thank you letters for each gift and developing activities to interact with donors in meaningful ways.
6. Helps to establish and maintain positive interaction with viewers by taking phone calls, greeting visitors to the station and directing them to the appropriate person, and responding to mail and email correspondence from listeners and viewers.

8. Markets the benefits of membership at special events such as Kids Club events, Ritz Events and Community Events.

9. Contributes to a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

10. Remains competent and current through self-directed professional reading, developing professional contacts in the community and within the industry, attending professional development courses, and attending training and/or courses related to the job function.

11. Contributes to the overall success of Basin PBS by performing all other duties as assigned.

12. Hours will vary outside of normal work hours and may require some evenings and weekends to attend special events, etc...

Candidate must be detail oriented, computer savvy (especially with database software) and a self-starter. Bachelor's degree preferred but will look at experience in lieu of. Knowledge of how non-profits operate is beneficial. Basin PBS is an equal opportunity employer.

How To Apply

No phone calls please. Send resume and cover letter to Laura Wolf (lwolf@basinpbs.org).