



## Manager Of Individual Giving

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With general supervision of the Director Of Development & Marketing, this person conducts and oversees the membership and mid-level giving activities.

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### Minimum Requirements:

- Four-year college degree in communications, public relations, journalism or related field. Experience may be substituted for some education as deemed appropriate by the General Manager or hiring committee.
- At least one (1) year experience in membership solicitation at a public television station.
- Some experience developing and managing budgets.
- Demonstrable ability to effectively communicate orally and in writing.
- Computer skills with the ability to learn and use proprietary database software and knowledge of Microsoft Office applications.

### Preferred:

- At least Two (2) years experience in development with an emphasis on membership solicitation.
  - Demonstrable ability to use Allegiance membership software and Microsoft Office applications.
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This position reports to the Director of Development & Marketing. It is full-time exempt.

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Duties may include and are not limited to:

### Membership

- Perform and/or oversee the data entry of all membership information.
- Develop and implement an appropriate schedule for acquisition, renewal and additional gift mail campaigns.
- Label and mail program guides and other promotional materials to members.
- Develop and oversee membership telemarketing campaigns.
- Assist members who have questions, corrections, or other membership problems.
- Provide membership reports/information as requested or required.
- Perform other membership functions as required.

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### Pledge

- Work with programming to develop an appropriate pledge program schedule.
- Prepare all necessary documentation for production, talent, and volunteers.
- Prepare a pledge work schedule assigning staff and volunteers to pledge activities.
- Attend and oversee all “live” nights of pledge.
- Perform as on-air talent for pledge.
- Assure the proper and professional execution of all pledge functions and activities.
- Provide pledge performance reports to station management and selected outside organizations.

### General

- Interface with other departments to conduct membership campaigns or provide membership materials for other activities and events.
  - Participate in other departmental activities and events as requested or assigned.
  - Assist with station operation, activities and events as requested or assigned.
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