

## **MEMBERSHIP MANAGER**

Full position description follows.

Basin PBS, Odessa/Midland, Texas, the Permian Basin's only public television station, seeks an experienced, creative fundraising professional to further our aggressive membership program. Reporting to the Director of Development, the Membership Manager is a critical player in expanding a financial base to provide the citizens of the Permian Basin with exemplary programs and services. Competitive salary and benefits package.

Established in 1986, Basin PBS serves the Permian Basin region with programs originating from the Public Broadcasting Service (PBS) and other national program services, as well as its own local productions and community outreach efforts. Basin PBS is owned and operated by Permian Basin Public Telecommunications, Incorporated, (PBPT) a not-for-profit local community service organization, IRS 501(c)(3).

**To apply, please submit a resume, cover letter and salary requirements to:**

**Basin PBS  
PO Box 8940  
Midland, Texas 79708-8940  
Attn: Daphne Dowdy Jackson**

**Electronic submissions preferred: [ddowdy@basinpbs.org](mailto:ddowdy@basinpbs.org)**

**BASIN PBS IS AN EQUAL OPPORTUNITY EMPLOYER**

### **Position Description:**

Membership Manager is responsible for managing individual giving to Basin PBS. Responsible for preparation, execution and follow through of direct mail campaigns, on-air pledge drives, member cultivation, donor database management, member events and promotion for membership initiatives including program guide, social media, print and e-promotion. Assists with management and tracking of corporate membership. Manages volunteers. Coordinates with other departments to meet overall Basin PBS fundraising goals and objectives in the most efficient and responsive manner. This position requires regular contact and coordination with public and private organizations and the general public. Candidates should have a commitment to the mission of public broadcasting.

### **Duties of the Position:**

Works with the Director of Development, General Manager and Board of Directors to meet membership goals.

Works with the Director of Development, General Manager, Board of Directors, support staff and key volunteers in identifying, meeting and soliciting new donors.

Tracks, documents and nurtures all member relationships - active, past and future.

Coordinates and carries out direct-mail, on-air, on-line and new media fundraising campaigns.

Properly documents all donations for reporting purposes.

Works under guidance of General Manager to carry out promotion around fundraising campaigns and fundraising events.

Coordinates and manages member events.

Manages Friends of Basin PBS member volunteer corps.

Conducts on-going research on member and volunteer cultivation and manages resulting cultivation projects.

Supports corporate membership through tracking systems using ProTrack.

Represents Basin PBS to the public through speaking engagements, on-air pledging and other public arenas.

Other duties as assigned.

**Qualifications:**

Bachelor's degree and a minimum three years of fundraising experience. Excellent communication skills; solid diplomacy skills; solid organizational skills; proven ability to articulate an organization's mission and vision in an accurate and compelling fashion in writing, in person and in public presentations; ability to create clear, concise and dynamic materials and keep them updated; ability to successfully manage donor relationships and effectively interact at all levels; ability to work with staff and volunteers across departments; ability to work independently and flexibly in a fast-paced environment to manage a multi-faceted, deadline driven workload; good computer skills, graphic art skills and a familiarity with donor database systems a must and familiarity with broadcast ProTrack system a plus. Must be willing to travel within the Permian Basin.

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