

## Clark Atlanta University Job Description

<b>Position Title:</b>	Director of Membership
<b>Employee:</b>	
<b>Department:</b>	WCLK
<b>Reports To:</b>	General Manager

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*The following statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

**General Function (Description):**

Responsible for management and oversight of individual and corporate giving support to WCLK through a variety of member supported fundraising methods and activities that align with established public media fundraising practices. This includes supervision of membership staff, students and volunteers and all pledge and donor related activities. Creates, plans, schedules and implements annual on-air fund drives, direct mail and telemarketing campaigns, planned and major giving activities as well as the solicitation and development of popular giving programs to include sustainers and major donors. Responsible for meeting annual fundraising goals. Also manages membership premiums, member account maintenance, software database systems and ensures staff training on a regular basis. Works with University finance and accounting departments to ensure processing and accounting of all aspects of fundraising deposits. Handles incoming receipts and special event fundraising and other payments to WCLK. Helps to establish and set annual fundraising goals and other special event activities as required.

**Examples of Duties and Responsibilities:**

1. Directs, plans, supervises and implements all membership related fundraising activities for the station including on-air, direct mail, telemarketing, major and planned giving campaigns.
2. Produces effective on-air solicitation drives for the station and works with programming, production and announcing staff to ensure success of campaigns.
3. Establishes and tracks fundraising goals and maintains computerized files and reports on sustainers, direct mail, telemarketing, additional gifts, matching gifts, lapsed, expired and renewal activities.
4. Cultivates individual support to ensure that the station meets its annual fundraising goals.
5. Establish a competitive fundraising program that will enhance the infrastructure and capability of the Station through sustainers, individual donors and Matching Gifts contributions.
6. Develop and implement major donor and planned giving programs.

7. Uses fundraising software to manage manipulate membership software and other forms of financial data.
8. Plans major giving events and other special activities to cultivate giving such as the Preservation Society events.
9. Oversees the production of membership services such as electronic funds deposit, membership, payroll deduction, member newsletter and other forms of member/fundraising ideas.
10. Works with station manager, program director, underwriting manager, staff and students on the planning

Page 1 of 2  
 Format Revised 5/2004

and implementation of fundraising activities.

11. Supervise, evaluate and provide guidance/training to the Membership Services Manager and Membership/Major Donor Coordinator.
12. Other Duties as assigned.

**Knowledge, Skills and Abilities**

- Demonstrates ability to lead and direct activities of professional and student staff in the membership department.
- Demonstrates ability to plan, organize and coordinate work in situations where demands of a divers nature are involved.
- Ability to teach, train and supervise students and volunteers in a variety of departmental tasks.
- Demonstrates ability to supervise the work of students and coworkers.
- Mature temperament and a personality that will ensure a harmonious working relationship with faculty, staff, students, members and business professionals.
- Ability to maintain proper records and reports on students for the station.

**Minimum Hiring Standards**

<b>Education</b>	Demonstrated fundraising success, management experience and Bachelor’s degree or comparable training/experience. Experience with public radio, PBS or other non-profit organizations a plus. Must have knowledge of budgets, financial accounting and be able to operate various financial transaction machines. Knowledge of FCC guidelines, pertaining to underwriting and on-air solicitation rules and guidelines.
<b>Years of Experience Required</b>	
<b>Years of Management/Supervisor Experience</b>	

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 Employee

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 Date

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Manager/Supervisor

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Date

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Human Resources

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Date