**BPR Membership Manager**

Blue Ridge Public Radiois the leading radio station in dynamic Asheville. We broadcast on two channels – BPR News and BPR Classic – across a 13-county region in the beautiful Blue Ridge Mountains of North Carolina. BPR is growing and we’re looking for a very talented and accomplished Membership Manager.

The Blue Ridge Public Radio Membership Manager reports to the Development Director to help define and implement strategies for the BPR annual membership program. The focus of the position is on BPR’s annual giving efforts for basic, sustainer, and mid-level donors. This key position calls for a disciplined, organized, and goal-oriented person who will increase the number of BPR members and the revenue received from annual giving by growing average gift size and improving donor retention.

BPR offers a competitive salary with excellent benefits; a talented and fun group of station colleagues; a large, enthusiastic, and supportive audience; and a great place to live and work. Asheville has been described as artsy, environmentally conscious, outdoorsy, and open-minded. Lonely Planet says Asheville is “known for its welcoming, creative spirit and eclectic architecture…its thriving artistic community and booming food and drink scene – all surrounded by spectacular natural beauty…”

**Primary Duties**

* + Manages all components of annual giving including on-air campaigns, direct mail, telemarketing, and digital platforms.
  + Uses industry resources and best practices for acquisition, renewal, add gift, lapsed, and sustainer programs to increase average gift, overall revenue, donor base, and retention rate.
  + Manages all vendor relationships for annual giving program, including online giving, direct mail services, Customer Relationship Management (CRM) software, payment systems, automatic updater services, telemarketing, in-bound answering service, email marketing, premiums and annual giving-related print and digital materials.
  + Works with programming and production staff to create successful fundraising campaigns.
  + Monitors and evaluates the performance of mail, phone and digital solicitations and communications
  + Works with development team to prepare annual budgets and define yearly work plans to include strategies for continued growth.
  + Works collaboratively to determine station event strategies, planning and management.
  + Manages non-traditional annual revenue streams, including Vehicle Donations, Car Raffle, event revenue, etc.
  + Supervises the Development Associate in daily pledge processing, database entry, sustaining member updates, donor communications, cultivation records, premium fulfillment and acknowledgement letters.
  + Generates end of month reports, including writes-offs, accrual, revenue, and cash projections.
  + Manages the volunteer program including recruitment, training, and retention.
  + Adheres to AFP Code of Ethical Principles and Standards to promote responsible, professional and ethical behavior in fundraising.

**Education and Experience**

* Bachelor’s degree or equivalent experience.
* At least three years of successful membership/annual gift fundraising.
* Advanced experience working with membership databases.
* Demonstrated written and oral communications skills and computer literacy
* Ability to handle multiple responsibilities, establish priorities, and consistently meet required deadlines.
* Public radio experience preferred.

To apply, please submit a letter detailing how your experience and achievements are suited to this position. Attach the letter and a copy of your resume and send them via email to [careers@bpr.org](mailto:careers@bpr.org)

Blue Ridge Public Radio is an Equal Employment Opportunity organization and a certified living wage employer. We provide equal employment opportunity for all qualified current and prospective employees without distinction or discrimination based on of age, gender (including gender identity or expression), sexual orientation, color, race, national origin, religion, disability, military service or veteran status, or other characteristic(s) protected by state or federal law or local ordinance. This policy is reflected in all BPR practices and policies.