



DarkSky

Our mission is to restore the nighttime environment and protect communities from the harmful effects of light pollution through outreach, advocacy, and conservation

TITLE: <i>Membership Manager</i>			
EMPLOYEE:	LOCATION: Tucson, AZ-based Exceptional candidates will be considered for remote	FLSA STATUS: Non-exempt	# OF HOURS: 40
REPORTS TO: Director of Development and Communications	PREPARED BY: Susan Serven	APPROVED BY: Ruskin Hartley	DATE: 28 August 2023

SALARY RANGE: \$56,668 \$62,964

All organization positions must meet the organization standards for attendance, punctuality, positive interactions, effective work habits, knowledge, skills, judgment, and ethics.

POSITION SUMMARY - DEADLINE SEPTEMBER 30, 2023

Reporting to the Director of Development and Communication, the membership manager is an essential member of the development and communication team responsible for growing the number of DarkSky members and annual membership revenue. At DarkSky, all donors are members of our organization. Specifically, they are responsible for a portfolio of donors giving at the general membership level (currently defined as <\$1,000 annually). They serve as the organization's primary interface with members and ensure that the membership experience is welcoming, supportive, educational, and engaging.

ESSENTIAL RESPONSIBILITIES

1. Plan, manage, and grow DarkSky's membership program so members feel supported and informed about DarkSky's work, membership is growing, and revenue goals are met.
2. Develop and implement strategies to meet revenue goals, improve member retention, expand member engagement, and grow membership numbers.

3. Plan and execute membership campaigns, including acquisition, renewal, lapsed, and special appeals, write compelling content, and track and present results.
4. Evaluate progress and effectiveness of membership campaigns and recommend strategies to improve these campaigns.
5. Regularly reviews membership records to ensure information is accurate and current in NationBuilder.
6. Work with the Communications Manager to create collateral materials for use in membership communications as needed.
7. Work with other DevComm team members to ensure integration with mid-tier and major donor outreach.
8. Support Chapter program by ensuring membership lists for local chapters are up to date.
9. Collaborate with the Engagement Manager on local Chapter-specific fundraising efforts to ensure they are coordinated with DarkSky's overall approach.

WORK HOURS, SCHEDULE & FLEXIBILITY

This position usually works weekdays. However, because of the global nature of the constituency served, there is flexibility in scheduling if the organizational needs are adequately addressed. There may be some evening or weekend events that will require attendance to support events or meet deadlines.

COMMUNICATION AND INTERFACE

- Engage in respectful and ongoing communication and problem-solving with others.
- Act as a positive and professional ambassador for DarkSky both internally and in the greater community.
- Successfully engage, coordinate, and achieve program or project goals.
- Ability to meet deadlines.
- Excellent presentation and persuasion skills.
- Demonstrate creativity, innovation, and resourcefulness.
- Exhibits a positive, collaborative, professional, flexible, and adaptive work style.

PROBLEM SOLVING AND JUDGMENT

1. Take all practical steps to ensure a work environment that is safe, friendly, helpful, and free from harassment or bullying.
2. Must be able to handle all facets of the business both standard and non-standard..

REQUIREMENTS

- Bachelor’s degree or equivalent professional experience
- Fundraising experience, including responsibility for content development, revenue and growth and retention
- Experience with NationBuilder CRM system preferred
- Strong writer and editor
- Five years of experience

DarkSky may need to revise or change the essential and supplemental responsibilities of the position as the need arises. This job description does not constitute a written or implied contract of employment.

Signature of Employee

Date Signed

Signature of Manager or Supervisor

Date Signed