



## Membership and Events Associate

### POSITION SUMMARY

This position reports directly to the Senior Individual Giving Manager and collaborates on direct-response mail campaigns, targeted digital campaigns, the *Friends with Benefits* membership program and donor research. Additionally, this position will organize and execute in-Park events related to the membership program, donor cultivation, membership fulfillment, acknowledgment and others. The ideal candidate will be data and tech-savvy, but also outgoing, sales-oriented and passionate about relationship building.

This position also supports the Senior Manager of Events and Creative Services with signature fundraisers and special events throughout the year, including, but not limited to: administrative support, site visits, and other duties, as assigned.

Working in concert with the Senior Manager of Development Operations to ensure the accuracy and integrity of the organization's database, this role focuses on maintenance of donor records and proactively generates renewal and upgrade strategies with the Senior Manager of Individual Giving through the use of research and wealth analytics.

This role is primarily a work-from-home role, but it requires intermittent in-person meetings, events and activities. In the near future, this role will require regularly scheduled in-person meetings in an office (1-2 days per week).

### QUALIFICATIONS

Bachelor's Degree from a four-year, accredited college or university is required. At least 2 years of fundraising/not-for-profit office experience, with project management, events, and/or direct mail and web experience are required. Prior management experience of a membership program is strongly desired. Candidates should have creative problem solving skills, keen attention to detail, and exceptional communication skills and practices, both spoken and in writing. Knowledge of Raiser's Edge NXT, Mailchimp, direct mail and an understanding of digital communication channels are preferred. Valid U.S. driver's license required.

### DUTIES and RESPONSIBILITIES

#### Membership and Campaigns

- Manage a dynamic portfolio of donors (gift range: \$50-\$1,000) and collaborate with the Senior Manager of Individual Giving to upgrade supporters to higher giving levels;
- Track, research and cultivate new donors and prospects; report progress and research using specific metrics and recommend upgrade strategies to Senior Management;
- Support the development and implementation of strategies for donor and member retention;
- Perform semi-annual benefits audit for *Friends with Benefits* program and recommend changes to Senior Management;
- Coordinate and update digital membership materials and Community Partner Program as needed;



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- Plan and execute numerous membership recruitment and fulfillment events; serve as on-site representative for Hudson River Park Friends for in-Park events throughout the year;
- Develop an annual campaign strategy with the Senior Manager of Individual Giving to include digital and direct mail outreach, acquisition of new donors, and oversight and tracking campaign results;
- Work closely with the Marketing Department to ensure key messages and design standards are maintained, while managing campaign communications, including but not limited to: email and social media, print materials, donor fulfillment, and all membership-related areas of the organization's website.

### Events

- Assist and support Senior Manager of Events and Creative Services as needed;
- Provide administrative support at meetings and site visits, including: preparing documents, note taking, and scheduling next steps;
- Help plan and execute in-Park events; serve as on-site representative for Hudson River Park Friends.

### Database

- Work with Senior Manager of Development Operations to ensure accuracy and integrity of the organization's database;
- Manage data input and output and end-user training and support;
- Track campaign progress; organize and generate lists to the mail house and ensure accuracy of final files for production.

**Salary range:** \$50,000-\$70,000 commensurate with experience

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To apply, please send a cover letter, résumé, and writing sample of no more than 500 words to:

[membershipassistant@hudsonriverpark.org](mailto:membershipassistant@hudsonriverpark.org)

No phone calls, please.

*Hudson River Park Friends is an independent nonprofit 501(c)(3) organization dedicated to the completion, care, and enhancement of the Hudson River Park, and is the designated fundraising partner of the Hudson River Park Trust. Hudson River Park Friends creates opportunities for private contributions to and participation in the Park's operations and growth, guaranteeing its future for generations of New Yorkers and visitors from around the world.*

*Hudson River Park Friends is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, national origin, political affiliation, marital status, disability, genetic information, age, or other non-merit factor.*