



Membership & Campaign Coordinator

Hudson River Park Friends

www.hudsonriverpark.org

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. We create opportunities for public contributions to and participation in the Park's operations and growth, to guarantee its future for generations of New Yorkers, Americans and visitors from around the world.

To help meet a growing need for resources as Hudson River Park expands and matures, Friends expanded its mission in 2011 to focus on generating private philanthropic support for New York's premier waterside park. Friends is working in partnership with the Hudson River Park Trust to channel its fundraising efforts so that sufficient capital is available to complete the Park, build an endowment, augment operating resources, and guarantee that the Park always remains in world-class condition.

Founded in 1999, Friends has also been the principal private advocacy group working to garner public dollars for Hudson River Park's construction, and monitor Park progress under the Hudson River Park Act. Friends' advocacy has already helped to secure over \$250 million in public funding to construct Hudson River Park, and to hasten the relocation of incompatible municipal facilities on designated parkland. Nonetheless, an estimated \$200 million in capital construction costs still remain, and current revenues are insufficient to operate and maintain the Park as it continues to grow. Friends welcomes involvement from all sectors of the community to become part of this important objective.

POSITION SUMMARY:

The Membership Manager develops strategy with the Director of Development and Associate Director, Annual Fund & Special Projects as well as manages the direct response annual campaign and Friends with Benefits (membership program) for the organization. Management also includes supervising vendors and third parties responsible for the production of annual and campaign materials and digital resources. This position works with the Database Manager to ensure the accuracy and integrity of the database, including data input and output, technology management, and end-user training and support. This role also oversees membership fulfillment, creation of benefits and tracking of benefits.

QUALIFICATIONS:

BA/BS required. At least 3 years of diverse fundraising experience with at least 2 years of project management and direct mail & web experience is required. Development and management of individual giving programs strongly desired. Candidates should have creative problem solving skills, high energy, positive, "can-do" attitude, flexibility, attention to detail, and exceptional oral and written communication. Must have previous database management and direct mail experience in a similar multi-channel constituency environment (Raiser's Edge is preferred). Strong analytical skills and aptitude for technology in general is required.

DUTIES and RESPONSIBILITIES:**Membership Strategy:**

- Manage a dynamic portfolio of mass-market donors (\$50-\$500) and collaborate with Associate Director, Annual Fund and Special Projects to cultivate to higher giving levels
- Develop and implement strategies for retention of existing members and recruitment and cultivation of new members
- Develop and create an enticing membership benefits package
- Create and manage a streamlined membership digital welcome package
- Plan and host two small membership gatherings as they relate to benefit fulfillment over the course of 12 months
- Use systems and software to track and cultivate donors and prospects
- Track and report progress using specific metrics
- Other duties as assigned

Campaign Strategy:

- Develop an annual campaign strategy to include digital and direct mail outreach and acquisition and monitor and track campaign results
- Work closely with marketing 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 the development portion of the website
- Oversee membership program, including member events and programs. Grow membership program as a cultivation tool.
- Be responsible for the development, growth and execution of programs including direct marketing, membership, others that may arise
- Establish positive and productive working relationships with the vendors to provide support in fundraising activities

REPORTS TO: Associate Director, Annual Fund & Special Projects

SALARY: Competitive salary commensurate with experience and education. Benefits package offered.