

WTCI, The Greater Chattanooga Public Television Corporation, is currently seeking to fill the position of

Manager of Donor Services

Please submit resume and cover letter to:

WTCI

Human Resources

7540 Bonnyshire Drive

Chattanooga, TN 37416

jobs@wtciTV.org

Summary: Under the supervision of the Vice President of Development, the Manager of Donor Services will assist in all aspects of growing, maintaining and servicing the membership and donor base of WTCI. The Manager of Donor Services manages the sustaining member program, and is the first point of contact for members. S/he ensures timely distribution of thank-you gifts and implementation of all member benefits. S/he plays a key role in donor satisfaction and retention.

Essential Job Responsibilities

Donor Correspondence and Support (40%)

- Serve as the primary contact for donors of all levels.
- Handle all donor correspondence and distribute comments/concerns to appropriate departments as needed. Respond in a timely manner and note member records accordingly. Work to ensure effective and long-term problem resolution.
- Assist members with making gifts, updating payment information, and answering questions about PBS and WTCI.
- Ensure that members receive Passport activation information. Help members set up their Passport access, get Passport working on streaming devices, and navigate the PBS Video app.
- Take customer service calls and monitor donation email confirmations to address any concerns that appear in the “comments” field of online gifts.
- Serve as the primary contact person for sustaining members.
- Develop, execute and supervise the management of the renewal and acquisition of members and ensure that messaging is consistently integrated through all medium: on-air, direct mail and online and is consistent with communications/marketing messaging to the community.

Database Maintenance (30%)

- Maintain the membership database and utilize and evaluate data to ensure development requests are met and that regular reports on giving trends, analysis of efforts, and exact membership record and data are available.
- Supervise the processing of membership information, preparation of reports, and effective customer service and identify/implement new methods of acquiring members.

- Research and create procedures for the implementation of new member acquisition, retention, and additional gift prospecting.
- Manage MVault data for member Passport access.
- Manage event setup and payments in donor databases and online.
- Update online forms to include correct source codes for tracking pledges and sustaining gifts.
- Track campaign performance and membership metrics.
- Ensure timely and accurate completion of all reports to WTCI, PBS and CPB.
- Oversee the credit card recapture process, including mailings, phone calls and email strategies.
- Coordinate seasonal sustainer cultivation efforts, including thank-you gift offers and upgrade donor asks.
- Research and make recommendations to continually improve the sustaining member program.

Pledge Drives (20%)

- Coordinate all on-air pledge drives.
- Collaborate with Programming and Production on all on-air pledge drives to maximize programming, talent, and premium gifts.
- Draft scripts for pledge breaks produced in-house.
- Serve as on-air talent when needed.
- Coordinate pledge schedule in conjunction with Programming staff.
- Recruit and schedule on-air talent and phone bank volunteers.
- Process all thank-you gifts, maintain inventory and place orders as needed.
- Manage call center contact.
- Coordinate billing for call center and for premium services.

Development Support and Other Roles (10%)

- Contribute to strategies for increasing membership via social media, on air and direct mailings.
- Assist with planning of social media campaigns to increase membership.
- In collaboration with the production department, create spots to increase membership and on-air giving.
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention.
- Attend and participate in staff meetings and other meetings as directed.
- Coordinate telemarketing as needed.
- Support planning and execution of fundraising events.
- Represent WTCI at events as needed.
- Other duties as assigned.

Qualifications:

- Excellent customer service skills
- Database management experience
- Highly organized self-starter with strong time management skills and excellent attention to detail.
- Ability to take direction as well as be an enthusiastic team player

- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone
- Self-starter with strong analytical and problem-solving skills
- Ability to manage multiple projects at once and meet deadlines as required
- Strong working knowledge of Microsoft Office
- Excellent communication skills, both written and verbal
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times
- Strong judgment, sense of ethics, integrity and accountability
- Passion for and knowledge of public media and its mission

Qualifications and experience:

- Preferred four-year college degree with at least two years of sales, customer service or fundraising experience
- Excellent customer service skills
- Database management experience.
- Highly organized self-starter with strong time management skills and excellent attention to detail.
- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
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This position is a full-time exempt position. Salary range is \$36,000 - \$40,000 commensurate with experience.

All interested candidates must submit a resume and cover letter for consideration.

WTCI is an Equal Employment Opportunity Employer