

Membership and Engagement Officer

Water Education Colorado
1600 Downing St. Suite 200
Denver, CO 80218



Position Type: Full-Time, Salaried, Exempt
Target Start Date: June 2022

About Water Education Colorado

Water Education Colorado (WEco) is a 501c3 nonprofit organization providing timely and relevant news and publications, tours, workshops, and leadership development programs. We're on a mission to ensure Coloradans are informed on water and equipped to make smart decisions for a sustainable water future.

Since our founding in 2002, we have provided tens of thousands of community members and decision makers with trusted, policy-neutral information and educational programs while also connecting a statewide community of peers, stakeholders and citizens to explore innovative and collaborative solutions for Colorado water.

WEco offers a collaborative, flexible, supportive and rewarding work environment in a great location, currently in Denver's Uptown neighborhood and moving in Nov. 2022 to the new National Western Center SPUR campus. Our small business setting ensures every team member gains a well-rounded nonprofit experience, with the opportunity to grow a diverse skill set while plugging into many different types of projects. Working with WEco's dynamic team, audiences, and broad-based community of supporters provides opportunities to engage within all major river basins in the state and to network with a wide variety of educators, top resource managers, and decision makers.

Position Summary

The Membership and Engagement Officer will play a key supporting role in Water Education Colorado's overall membership program, resource development, and community engagement. This position's primary responsibilities include communicating with, engaging and growing the organization's membership base, recruiting and expanding participation and financial support for programs, and increasing the organization's visibility in the community. The position will have the opportunity to develop strategies that not only steward the existing commitments of thousands of members and donors, but also foster new support from Colorado's business community, recreational industry, water innovation sector, and broader public. This position reports to the Executive Director.

The ideal candidate shares our passion and enthusiasm for the future of water, recognizing the value of our policy-neutral approach to informing decision making and civic engagement. They are also creative, self-motivated, organized and enthusiastic, exhibiting advanced interpersonal and communication skills, work ethic and perseverance.

Responsibilities

Management of Donor Development, including Strategy and Solicitations

Works with the Executive Director to develop, maintain and grow WEco's donors, including membership, sponsorship and donations

- Supports the Executive Director in creating and executing an annual fundraising plan
- Develops and executes an annual membership program plan, including establishing short- and long-range goals for membership engagement and growth
- Oversees member communications, including a monthly e-newsletter and regular blog posts
- Coordinates and manages all Colorado Gives Day activities plus one annual letter campaign and regular online and email campaigns through WEco's e-newsletter and social media
- Garners sponsorships for all major programs; tracks and coordinates the delivery of sponsor benefits in a timely manner
- Develops and executes a strategy to expand circulation and advertising revenue for publications and for Fresh Water News
- Manages all donor acknowledgment activities, including timely oral and written communication to donors and production of an annual report
- Works with the Operations Director to ensure accurate data entry and gift processing
- Attends external meetings, events and conferences to represent the organization
- Enlists program staff and board members' support to enhance the organization's culture of philanthropy
- Does whatever else it takes for the organization to be successful

Event Planning and Execution

Plans and orchestrates special events, including an annual fundraising gala as well as member appreciation, VIP, and recruitment events, and supports the annual conference

- Develops event budgets; manages costs effectively
- Organizes facilities and manages event details including décor, catering, auction, entertainment, invitee lists, special guests, equipment and promotional materials
- Develops materials and executes strategies to promote and publicize events
- Identifies staff requirements and coordinates their activities

Grant Management

Works with the Executive Director to develop and maintain all grant-related deadlines, and assists with writing required reports and applications

- Undertakes grant prospecting with governmental, private and corporate funding sources
- Maintain grants and agreements through accurate record-keeping, documentation and file maintenance

- Coordinates with respective grant point persons, ensuring awareness of application or report due dates and format, verification of application, and reporting submission requirements
- Assists with writing or compiling grant applications as assigned and manages the process if other staff or contractors are lead writers
- Reviews grant applications and reports for clarity, grammar, format, accuracy and consistency
- Drafts grant reports as assigned, coordinating with grant point person for required reporting details
- Maintains grant file storage system on WEco's cloud database

Outreach and Engagement

Manages communication and outreach activities to expand participation in programs and increase the organization's visibility in the community

- Supports program staff with program marketing and recruitment, including development of promotional messages in print and online, to new and diverse audiences
- Leads WEco's social media presence, enlisting and organizing involvement from other staff as needed
- Manages and solicits contributions to the Your Water Colorado blog
- Actively identifies and leads opportunities to be in the community, tabling at events, engaging new members and growing visibility of the organization

Additional Operational Assistance

- Works with related Board committees to reach strategic organizational objectives
- EAssists with reporting on performance data to measure productivity and goal achievement
- Performs other responsibilities as assigned

Required Qualifications

This position requires a passionate and hard-working team player, who takes initiative and proactively creates, improves and leads in their area. A successful applicant must be a relational extrovert who enjoys people, contributes positively in a team environment, inspires trust, is a gifted communicator, and is not afraid to pick up the phone.

Education and Previous Experience

- Bachelor's degree required (degree in communications, marketing, nonprofit management or business a plus)
- Development experience in the nonprofit sector with a proven track record of raising funds from diverse revenue sources
- Experience with event planning and logistics management
- Experience using social media professionally to foster member and community engagement

- Experience working with a governing board is preferred

Skills, Qualities and Abilities

- Demonstrated excellence in:
 - Attention to detail and a high degree of accuracy
 - Clear and compelling written and oral communications for marketing and resource development
 - Ability to plan and meet deadlines, and manage others involved to do so
 - Computer usage, including proficiency with Microsoft applications and experience with databases and email marketing software
 - Strong organizational skills to create and maintain fundraising systems, donor benefit structures, and giving programs
- Ability to drive work independently
- Enthusiasm for communicating with donors and nurturing relationships
- Some background in publication layout and design using desktop publishing software such as Adobe InDesign or Microsoft Publisher to design newsletters, flyers and other marketing and/or fundraising materials
- Availability for intra-state travel, including some weeknight and weekend activities; valid driver's license and ability to drive required

Physical Requirements

Job duties include a general office environment, spent sitting and operating a computer and other office machinery. Field programs may require the transportation of equipment and supplies. Must be able to read, write and communicate fluently in English. Spanish fluency would be an added plus.

Compensation and Accountability

This is a full-time salaried, exempt position with competitive benefits, including generous paid time off; 75% employer paid health, dental, and life insurance; plus 4% employer contributions to a retirement plan. Salary range starting at \$50K, commensurate with background and experience, with opportunities for growth dependent on performance. The position may require some travel, overnight and weekend activities, though most duties will be performed during regular business hours. Travel is compensated. Some telecommuting and flex-time is allowed, however the majority of hours are expected to be performed on a regular schedule in the WEco office at 1600 N Downing St. Suite 200, Denver, CO 80218. The position reports to the Executive Director.

Equal Opportunity

Water Education Colorado is dedicated to the principles of equal employment opportunity. WEco prohibits unlawful discrimination against applicants or employees on the basis of age, race, sex, color, religion, national origin, disability, military status, genetic information, sexual orientation, or any other status protected by applicable state or local law.

In addition, WEco will make reasonable accommodation for qualified individuals with known disabilities unless doing so would result in an undue hardship to WEco or cause a direct threat to health or safety. WEco will make reasonable accommodation for

employees whose work requirements interfere with a religious belief, unless doing so poses undue hardship on WEco. WEco will make reasonable accommodation to otherwise qualified employees due to pregnancy, a health condition related to pregnancy, or the physical recovery from childbirth absent undue hardship.

To Apply

Email a cover letter and resume to jobs@wateredco.org and include "Membership and Engagement Officer" in the email subject line.

In the cover letter, please address the following 3 questions:

- 1) Why do you want to work with Water Education Colorado?
- 2) What makes you uniquely qualified for this job?
- 3) Where do you see yourself in 5 years and how will this help you get there?

No calls or drop-ins, please.

Applications will be accepted through April 15 or until the position is filled.