

# Membership and Development Manager

Water Education Colorado  
4777 National Western Drive  
Denver, CO 80216



**Position Type:** Full-Time, Salaried, Exempt

**Target Start Date:** April/May 2023

**Application Deadline:** Applications open until position filled, but preference given to applicants submitting by March 14, 2023

## About Water Education Colorado

Water Education Colorado (WEco) is a 501(c)3 nonprofit organization providing policy-neutral news and informational resources, engaging learning experiences, and empowering leadership programs focused on Colorado's most critical natural resource: water. Since 2002, we have been working statewide to ensure Coloradans are knowledgeable about key water issues and equipped to make decisions that guide our state to a sustainable water future. We have a trusted reputation in and outside of the water sector, and are widely considered the leading organization for informing and engaging Coloradans on water.

Our programs target a range of audiences in service of our mission, including lawmakers and other decision makers, water sector professionals, business leaders, students, educators, and interested community members. We publish *Headwaters* magazine and the Citizen's Guide series, offer the annual Water Fluency and Water Leaders programs, convene and support the Water Educator Network, provide a variety of tours, workshops, webinars and outreach events, and co-host the annual Sustaining Colorado Watersheds conference, among other activities. We collaborate with partner entities around the state to accomplish our programs and strategic goals. Increasingly, we are working to reach underserved audiences across the state with a focus on equity and inclusion.

We offer a collaborative, flexible, supportive and rewarding work environment in a great location at the new CSU SPUR campus at the National Western Center in north Denver. 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 Development Manager will play a lead role in shepherding Water Education Colorado's overall membership program and resource development. This position's primary responsibilities include supporting and building the organization's membership base and developing financial support for programs via cultivating and maintaining a diverse revenue portfolio of sponsorships, donations, grants and special events. 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.

The ideal candidate shares our passion and enthusiasm for the future of water, recognizing the value of our policy-neutral approach to building a water-aware Colorado and informing decision making and civic engagement at all levels. They are gifted at communicating organizational vision and are able to impact philanthropic support through inspiring potential donors. They are also extremely reliable, self-motivated, organized and enthusiastic, exhibiting advanced interpersonal and communication skills and the ability to execute multiple complex projects at once.

This position reports to the Executive Director and is non-supervisory.

## **Responsibilities**

Management of all Member and Donor Development, including Strategy, Solicitation, and Acknowledgment

*Develop, maintain and grow all WEco revenue streams to support programs, including membership, sponsorship, and major donors*

- Oversee all member and donor relations, including donor acknowledgment activities, timely verbal and written communication to members and donors, and production of an annual report to demonstrate the impact of giving
- Develop and oversee an annual membership program plan, including setting short- and long-range goals for membership engagement and new membership growth
- Working closely with the Operations Manager, oversee all member communications, including renewals and notices for current members, checking in with lapsed members, and keeping members apprised of WEco activities
- Ensure membership benefits are administered regularly and correctly, and update benefits as needed
- Establish and execute an annual fundraising plan for all other non-membership revenue, and regularly report progress to WEco staff and board
- Develop and coordinate new major giving program to meet specific targets
- Coordinate and manage multiple donation campaigns throughout the year, including Colorado Gives Day activities
- Garner sponsorships for all major programs; steward relationships with sponsors and ensure the delivery of all sponsor benefits
- Develop and execute a strategy to expand circulation and increase advertising revenue for news and publications
- Work with the Operations Manager to ensure accurate invoicing, data entry and gift processing
- Plan, execute, and analyze an annual Supporter Survey, and report results to appropriate WEco staff and board
- Attend external meetings, events and conferences to represent the organization and cultivate relationships with members and donors

- Enlist program staff and board members' support to enhance the organization's culture of philanthropy

### Grants and Grant Management

*Identify grant opportunities, manage all grant-related deadlines, oversee production of required applications, and report on funding and grant initiatives*

- Undertake grant prospecting with governmental, private and corporate funding sources
- Lead development and submission of grant applications, coordinating with other respective staff point persons as needed
- Maintain grants and agreements through accurate record-keeping, documentation and file maintenance
- Manage production and delivery of grant reports, coordinating with appropriate grant point person(s) to pull together needed reporting details

### Event Planning and Execution

*Plan and orchestrate special events, including annual fundraising gala as well as member appreciation, VIP, and recruitment events*

- Develop event budgets and manage costs effectively
- Organize facilities and manage event details including décor, catering, auction, entertainment, invitee lists, special guests, equipment and promotional materials
- Coordinate closely with the Operations Manager to execute registration and RSVP processes
- Develop materials and execute strategies to promote and publicize events
- Identify volunteer and staff support needs and coordinate their activities

### Additional Duties

- This position will also manage WEco social media accounts to keep members and donors apprised of WEco activities and to recognize members, donors, sponsors and grant-makers for their support.
- Lead work with Board of Trustees' Fundraising Committee to reach revenue-related strategic organizational objectives and goals
- Attend and report out to WEco Board at its meetings 3x per year on performance data to track productivity and goal achievement
- All other duties as assigned

## Required Qualifications

*This position requires a passionate and reliable relational extrovert who enjoys working with donors, creates inspiration around mission and vision, contributes positively in a team environment, and takes initiative to achieve through innovation and excellence.*

## Education and Previous Experience

- Bachelor's degree required (degree in communications, marketing, nonprofit management, business, or other related degrees are a plus)
- Minimum three years of development experience in the nonprofit sector with a proven track record of raising funds from diverse revenue sources and maintaining existing donor bases
- Experience with event planning and logistics management

## Skills, Qualities and Abilities

- Excellent written and verbal communication as well as customer service skills
- Strong organizational skills and attention to detail to create and maintain fundraising systems, donor benefit structures, and giving programs
- Knowledge of marketing strategies to effectively reach audiences and gain attention, interest and buy-in
- Solid project management skills, including budgets, timelines and team management to achieve results
- Computer usage, including proficiency with Microsoft applications, Google applications, and experience with databases and email marketing software
- Ability to engage and work effectively with a broad set of individuals and interest groups
- Comfortable and confident presenting to large groups
- Highly organized, self-motivated, and enthusiastic in the pursuit of excellence
- A creative learner who pays attention and culls ideas from industry leaders
- Works well under pressure
- Embraces a policy-neutral approach to education and information programs
- Exhibits an authentic commitment to equity and inclusion in the workplace and in the field
- 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. Events supported by this position may require the transportation of equipment and supplies. Must be able to occasionally lift up to 25 to 40 pounds, for moving or transporting program materials and other needs. Must be able to read, write and communicate fluently in English. Spanish fluency is 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, vision, dental, and life insurance; plus 4% employer contributions to a retirement plan. Salary range \$55,000-63,000, commensurate with background and experience. Following an introductory training period, some telecommuting and flex-time is allowed. Currently all staff are required to work two-three

days per week at the WEco office at 4777 National Western Center Drive, Denver, CO 80216. 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, gender, color, religion, national origin, disability, military status, genetic information, sexual orientation, or any other status protected by applicable state or local law.

## **To Apply**

Email a cover letter and resume to [jobs@wateredco.org](mailto:jobs@wateredco.org) and include "Membership and Development Manager" 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 open until position filled, but preference given to applicants submitting by March 14, 2023.