



California State Parks Foundation
Job Description

Title: Director of Membership

Reports to: Vice President, Development

Location: San Francisco, CA

Date: August 2014

The California State Parks Foundation (CSPF) is a nonprofit organization dedicated to protecting, enhancing and advocating for California's 280 state parks. CSPF is a membership organization, with over 130,000 members. CSPF relies on membership support for the majority of its funding. CSPF is seeking a Director of Membership to manage its membership program.

The Director of Membership position provides leadership and oversight for a multi-faceted membership development and cultivation program, as well as oversight of direct marketing efforts for major gifts and the planned giving program. Working collaboratively with the Development division, the Communications division, and a team of direct marketing consultants, the incumbent is responsible for setting goals and implementing programs to acquire, retain, upgrade and renew members, Californians (gifts over \$1000) and members of the Legacy Circle (planned gifts) through multiple platforms. The Director of Membership will be part of the leadership team and will work with senior staff to broaden CSPF's reach through expansion of its outreach and improved integration of CSPF's broad network of supporters.

Responsibilities:

- Develop comprehensive strategies for the growth and retention of CSPF's membership, from acquisition to renewal.
- Develop and meet CSPF's annual budget goal for membership on all platforms.
- Work with the Development team to develop and meet CSPF's annual budget goals for mail, online and telemarketing programs for Californians and planned giving efforts.
- Oversee and coordinate consultants for the successful implementation of all direct marketing programs and manage payment of all relevant invoices.
- Provide direct supervision of Member Services Manager, and oversight of member services functions, including customer service and data entry.

- Hold primary responsibility for fashioning and implementing responses to member issues.
- Develop reports as necessary to track and analyze results and implement changes for improvement in donations and retention.
- Work closely with Vice President of Communications and Programs to realize CSPF goals in all communication areas.
- Other duties as assigned.

Qualifications:

- Bachelor's degree required.
- Five to seven years of non-profit fundraising experience.
- Experience leading all aspects of a multichannel membership program including direct mail, online and telemarketing fundraising.
- Strong analytical thinker with demonstrated experience in developing, testing and analyzing strategies to drive a successful direct marketing program.
- Ability to understand, test and analyze complex donor data in order to provide meaningful metrics and drive strategies to improve the fundraising program.
- Collaborative work style and outstanding interpersonal skills, with the ability to develop and sustain trusted relationships.
- Ability to work independently and collaboratively within a team-oriented environment.
- Demonstrated ability to prepare reports and to communicate with staff and board members about membership development and other programs.
- Exceptional writing skills with the ability to digest complex concepts and distill them into clear, easily understandable documents.
- Extremely organized with exceptional attention to detail.
- Knowledge of current legal, tax, mailing and other standards relevant to membership fundraising.
- Knowledge of nonprofit fundraising best practices and current trends.
- Demonstrated ability to manage multiple projects, meet deadlines, manage competing priorities, and maintain quality of work.
- Ability to maintain confidentiality and operate with discretion.
- Flexibility and capacity to prepare for and adapt to rapid change.
- Highly skilled with Microsoft Word, Excel, PowerPoint, Online CRMs (Convio preferred), and database management (Salesforce/Luminate preferred).
- Strong interest in state parks and environmental issues.

To Apply:

Please send a cover letter and resume in a single PDF file to recruiting@calparks.org.

Subject Line: Director of Membership

Position open until filled. California State Parks Foundation is an equal opportunity employer.