

POSITION DESCRIPTION
Member/Donor Services Specialist

SUMMARY

This full-time, exempt position is responsible for leading all aspects of member services (organizations and individuals) and donor services in an effort to maintain, diversify and increase membership and giving. This includes overall management of member/donor relations including, but not limited to membership/donor requests, member/donor inquiries, membership/donor information, record and demographic changes, member renewals and payment updates. In addition, he/she will provide statistical and demographic analysis of the NMAC's membership/donor base and provide recommendations for development and implementation of a membership/donor strategic plan. This position is also responsible for the overall coordination and strategy for NMAC's participation in the Combined Federal Campaign, United Way and State workplace campaigns. The Member Services Specialist reports directly to the Deputy Director.

RESPONSIBILITIES AND DUTIES

- Develop and maintain a well-structured strategic plan and outreach approach, with clear goals and objectives in order to fulfill a membership recruitment and retention program that retains existing members, increases annual renewal rates, increases membership diversity, decreases membership lapse rates, reaches out to long-lapsed members to bring those members back into the organization and engages or coordinates with other staff in carrying out all aspects of the overall membership recruitment and retention program.
- Establish target goals for all aspects of the recruitment and retention program that have clear outcomes.
- Process fulfillment for new member premiums.
- Ensure the quality and integrity of the database and individual member records.
- Track and analyze membership communications and provide regular reports.
- Develop, implement and manage the marketing, outreach and fundraising programs for NMAC's organizational and professional membership program.
- Work closely with Communications team to ensure that membership materials, member services and benefit information are regularly highlighted and continually updated (including NMAC website) so that such content is kept current; and undertake similar efforts regarding any other publications (including emailed publications).
- Provide regular reporting on revenue and solicitation activities.
- Lead NMAC's participation in the Combined Federal Campaign. Maintain a close working relationship with all development vendors and ensure completion of applications and reports in a timely manner as requested.
- Act as point of contact for inquiries and requests for information for constituents: major donors, workplace donors, and participating agencies, organizational members, including attendance at special event, meetings & conferences.

WORKSKILLS:

- Membership, Donor and CFC campaign experience
- 3-5 years in a non-profit fundraising atmosphere
- Background in association member/donor development preferred
- Strong written and verbal communication skills
- Computer proficient, Convio database experience a plus
- Ability to set and meet measurable goals for membership development
- Ability to develop and monitor plans and budgets
- Knowledge of issues related to HIV/AIDS and communities of color
- Must be able to work with a moderate degree of supervision and independence

EXPERIENCE: 3 – 5 Years

EDUCATION: Bachelors Degree

National Minority AIDS Council (NMAC)

NMAC's mission is to develop leadership in communities of color to end the HIV/AIDS epidemic. NMAC represents a coalition of faith based and community based organizations as well as AIDS Service organizations advocating and delivering HIV/AIDS services in communities of color nationwide. Since 1987, NMAC has developed leadership in communities of color through a variety of public policy education programs, national conferences, research programs, capacity building, technical assistance and trainings, and digital and electronic resource materials.