



Restoring and protecting the Cahaba River watershed and its rich diversity of life

Membership and Fundraising Manager Job Description

Salary Range \$48,000- \$54,000

Position Posted: January 10, 2025

Position Closes: February 7, 2025

The Cahaba River Society (CRS) is seeking a creative, self-directed and collaborative fundraising professional who is skilled in donor cultivation, fundraising strategy, team management, and communications. This person will be the team lead at CRS responsible for growing our strength, partners, and impact. CRS supports work-life balance, is family-friendly, welcomes diversity, and shares a passion for rivers and nature.

Benefits include health insurance, flex time, 2 weeks paid vacation after 1 year increasing to 4 weeks in year 4.

ABOUT THE RIVER AND CRS As an established non-profit since 1988, we have a reputation for working to restore and protect the Cahaba River watershed and its rich diversity of life. The Cahaba is the heart of Alabama's globally-significant biodiversity, with more species of fish per mile than any other river of its size or larger in North America. We also engage and educate the diverse people of central Alabama and the Birmingham metro area who depend on the Cahaba for drinking water and many other needs. If you are a looking for job opportunity that:

- **Connects** people to the River for education, recreation & stewardship
- Promotes growth solutions that **sustain the River**
- Allows **flexibility** and **creativity** in fundraising
- Is **collaborative** in its mission and science--based in its solutions,

then please send your resume and cover letter to Kelly Samples at KellyS@cahabariversociety.org. This position will close **February 7, 2025**.

FUNDRAISING GOALS & ROLES Cahaba River Society seeks a dedicated individual to work with the Development Director, ED, Mission staff, and board to manage and grow the membership program, fundraising events, and support development efforts.

KEY RESPONSIBILITIES

- Recruit, retain, and engage CRS member community.
- Meet monthly and annual revenue goals through strategic recruitment, renewal, and stewardship of nonprofit, business, and individual members.
- Identify trends and opportunities for revenue growth.
- Report on and analyze membership program growth and trends. Track metrics related to revenue, retention, and engagement.
- Develop strategies to maximize member value, including curating membership packages and benefits based on user data and feedback, developing new member benefits, and advising on technology and service solutions.
- Develop relationships with members through email, phone, virtual, and in-person communication, bringing a relationship orientation to membership customer service, identifying collaboration opportunities, and connecting members with each other.
- Create and manage an annual membership event calendar. Coordinate across Mission Capital teams to manage monthly member offerings, including program content development, event recruitment, post-event stewardship, and evaluation.
- Work closely with support staff to plan and execute member events to increase engagement, facilitate networking, and grow membership.

- Identify opportunities for CRS's member and community to inform internal decisions. Create and sustain feedback loops between members, the larger social sector community, and Mission Capital staff, including data gathering, analysis, and program evaluation.
- Collaborate with communications staff to develop strategic membership communications calendar, and develop member content for emails, web, social media, and informational documents related to membership.
- Support membership customer service, including inbox management and troubleshooting related to member renewals, benefits, and accessing resources.
- Work with Develop Director to plan and execute special events that engage donors and raise funds for the organization.

PREFERRED QUALIFICATIONS

- Strong commitment to environmental conservation and the mission and goals of CRS
- 3-5 years of successful fundraising experience in multi-faceted development programs or equivalent combination in closely related field
- Strong donor/supporter cultivation skills and track record
- Ability to organize and manage diverse activities
- Ability to motivate staff members, Board, and volunteers and effectively organize and support their fundraising activities
- Ability to tell CRS' story in impactful communications, online and direct mail appeals, presentations, grant proposals, and one-on-one.
- Computer literacy in word processing, spreadsheets (Microsoft Office Suite), database (CRS uses Watergrass/Sales Force-based), and some graphic design (Adobe products) required. Proficiency in Marketing and social media is a plus

NON -DISCRIMINATION POLICY

The Cahaba River Society is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment for any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.