

ALASKA PUBLIC MEDIA
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Title: Manager of Individual Giving
Reports to: Chief Development & Marketing Officer
FSLA Status: Exempt Version 1.1

Essential Functions:

The Manager of Individual Giving (MIG) oversees the Alaska Public Media (AKPM) Individual Giving program and coordinates with departments across the organization to proactively grow AKPM membership from its current base of 9,000-plus members/donors via the planning, execution, and analysis of radio and television on-air fundraising drives, digital campaigns (e-mail, social, web), direct mail, and select events. The MIG proactively explores and applies industry best practices, implements industry resources, mines and analyzes data for optimal membership lifespan/ROI while developing new models for building and maintaining AKPM's member/donor. The MIG reports to Chief Development and Marketing Officer.

The ideal candidate is a creative, experienced, and resourceful professional who is well organized, highly motivated, people-oriented and excited to be part of a vibrant and growing public media organization.

AKPM is the source for NPR radio and PBS television for Southcentral Alaska and provides Alaska's only statewide news service.

The Manager of Individual Giving will:

- Manage all aspects of the organization's individual member/donor recruitment and stewardship program, with the goal of significantly growing the member/donor base and increasing the lifetime value of those supporters
- Be responsible for Alaska Public Media's important and growing funding stream that consists of annual gifts as well as recurring, sustaining donations
- Be responsible for all aspects of donor data management including support staff; their development, performance evaluations and reviews
- Develop and implement a data-driven methodology for donor segmentation and develop programs to drive lifetime value in each segment
- In collaboration with the Chief Development & Marketing Officer, analyze membership data and produce monthly reports for the CEO/GM and CFO on key membership metrics, including lifetime value, average donation by platform, renewal rate, conversion rate of one-time gifts to sustainers, campaign and source effectiveness, and acquisition cost per member

- Manage the development and production of membership materials, working closely with the Director of Marketing & Promotions and outside vendors. Includes but not limited to online communications including web pages and donation forms, on-air scripts, event invitations, e-and printed materials, etc.
- Enhance member/donor experience and apply feedback mechanisms to track member/donor satisfaction
- Represent Alaska Public Media and its projects in a variety of public settings
- Manage 1-2 staff or volunteers

Duties and Responsibilities:

In addition to the above functions, the Manager of Individual Giving will:

- Work with Development team on engagement strategies that encompass and unite Alaska Public Media’s multiple programs, brands and geographies via KSKA radio and KAKM TV (Southcentral AK); PBS KIDS 24-7; Statewide News and; Alaskapublic.org
- Work in partnership to move individual donors up the donor ladder with the Major Giving staff overseeing top 15% of donors
- Collaborate with staff overseeing estate planning and vehicle donations programs
- Supervise individual giving revenue, including the coordination of data-entry, record keeping, and bank deposits
- Supervise communications with the membership telephone answering service to ensure quality customer service and accurate data delivery
- Supervise customer service operations as related to program premium distribution activities and viewer outreach including Membership Card program and AK Passport
- Manage giving through community programs like Pick, Click, Give., Amazon Smile, Fred Meyers, Combined Federal Campaign, employer matching, matching grants, etc.
- Recruit, train and supervise community volunteers in specific areas required to accomplish on-air fundraising, member events and outreach efforts as required
- Act as lead in customer managed relationship (CMR) database vendor relationship
- Develop and manage Individual Giving budget for revenue and expenses

Required Qualifications:

- Minimum two years of progressive experience in donor or client acquisition and retention, direct marketing, database management and sales
- Excellent written communication skills and the ability to draft and/or review the production of high-quality donor correspondence
- Flexible, adaptable and proven ability to work in a deadline-driven environment
- Demonstrated strength in cross-departmental execution and development of multiplatform member/donor engagement campaigns
- Bachelor’s degree from an accredited college or university or equivalent experience

Desired Qualifications:

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- Knowledge of public media trends and environment
- Experience managing staff

Competencies:

- Act in accordance with AKPM policies
- Support AKPM compliance efforts with Federal Communication Commission, Corporation for Public Broadcasting, National Public Radio and Public Broadcasting System rules and regulations
- Communicate effectively
- Apply critical thinking and problem solving skills
- Maintain positive relationships with both internal and external customers
- Demonstrate consistent outstanding customer service
- Consistently demonstrate ethical behavior
- Must exercise good judgement for the prompt completion of responsibilities

Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to prioritize multiple, concurrent tasks and demands while seeking supervisory assistance as appropriate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

Work Environment

A major portion of time is in an office setting with occasional visits to offsite locations for events and community collaboration. The incumbent will interact with other staff and the public daily. During pledge drives, may require non-regular work hours to handle urgent issues.

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the

essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.