



## *Manager of Membership and Annual Giving*

**Job Title:** Manager of Membership and Annual Giving

**Department:** Development

**Supervisor:** Development Director

**Status:** Exempt, Full-time

**Salary range:** \$40,000-\$50,000 annually

### **Bicycle Coalition of Greater Philadelphia**

The Bicycle Coalition is looking for an enthusiastic Manager of Membership and Annual Giving to join our development team! Those with a background in annual giving programs, and those who have a passion for cycling and the outdoors are encouraged to apply.

### **ABOUT BCGP**

Through advocacy and education, the Bicycle Coalition of Greater Philadelphia (BCGP) leads the movement to make bicycling safe and fun for anyone who wants to ride in our region. Our 2030 vision is that anyone in Greater Philadelphia can enjoy a safe and fun bike ride on a network of connected Circuit Trails, bike lanes, and low-stress streets. Bicycling has become an easy option for transportation and recreation, connecting people to each other, their neighborhoods and the region. We believe that people from all racial and economic backgrounds should have access to safe, healthy and affordable transportation options in the communities where they live, work, learn, and play. Our team works every day to create a world-class bicycling city and region by becoming an organization and leading a movement that represents the diversity of the communities we serve.

### **WHO WE ARE LOOKING FOR**

The Manager of Membership and Annual Giving is responsible for managing BCGP's general membership programs. The Manager will work closely with the Individual Giving Officer to develop and implement programs and events for the purpose of member and donor acquisition, cultivation, and retention. This role will also create and execute an effective annual giving program targeting lapsed members and other constituencies of individuals using data-driven and strategically integrated approaches to increase revenue. As an integral member of the Development team, the Manager of Membership and Annual Giving is central to expanding the Annual Giving pipelines.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement an effective membership program and garner outright support from individuals. Use data-driven and strategically integrated approaches to increase revenue from these funding areas.
- Design and execute creative member acquisition, renewal, upgrade, and retention strategies. Design and execute creative member benefits, member events, direct mail and digital campaigns.
- Serve as the primary point of contact for members and provide a high level of customer service. Fulfill member services and benefits including member event planning and execution; respond to inquiries and member needs as appropriate.
- Oversee two membership drive campaigns per year, targeting various constituencies, and other members of BCGP's community, including maximizing Giving Tuesday.
- Generate and maintain monthly reports to track progress towards goals and the success of acquisition, renewal, retention, and upgrade strategies. Suggest tactics for course correction as needed.
- Utilize Salesforce and Pardot to manage constituent lists for membership and annual campaign mailings, digital communications, and invitations; reporting and data analysis; design and execute donor communications, including a monthly member e-newsletter.
- Work closely with the Development & Communications Manager on web content, social media, gift entry and record keeping processes related to membership and annual giving, including reconciliation process with the Finance Department. Serve as primary backup for gift entry needs.
- Work closely with the Development Director on the preparation and execution of membership gift acknowledgements and cards, renewal notices, other membership-related correspondence, and annual giving acknowledgements.
- Partner with Development & Communications Manager and Individual Giving officer on upgrade and retention strategies, prospect identification, and campaign messaging. Play a role in helping to build a pipeline for future Champion Circle members and major donors.
- Contribute membership and annual giving content for the annual report, organization-wide communications, mailings, e-mails, and invitations.
- Promote a culture of philanthropy throughout the organization.
- Other duties as assigned.

## QUALIFICATIONS

- Bachelor's Degree.
- Minimum three to five years of membership or annual giving experience.
- A passion for cycling with a genuine interest in advancing the Bicycle Coalition's mission of making cycling safe and fun for everyone.

- Ability to be proficient about all Bicycle Coalition programs
- Ability to write and speak in a friendly and accurate manner.
- Problem solving skills, creativity, flexibility and self-motivation
- Experience bicycling, walking or using public transportation in Philadelphia
- Familiarity with the City of Philadelphia and surrounding counties and its layout
- Willingness to visit any Philadelphia neighborhood on foot, bicycle or by public transit
- Commitment to following traffic safety laws and using all appropriate safety gear including helmets, reflective material, etc
- Previous nonprofit experience
- Excellent interpersonal and written communication skills
- Ability to think and work independently with superior attention to detail
- Comfort and confidence in a front-line role, excellent customer service and problem-solving skills
- A creative and entrepreneurial thinker interested in discovering new ways to enhance and grow the membership base
- Experience analyzing data and maximizing reporting tools
- Ability to prioritize and perform multiple tasks while meeting deadlines
- Proficiency in Microsoft Office software (Word, Outlook, Excel)
- Expertise in Salesforce software (or similar system) and Pardot (or similar system) required
- Experience creating digital communications preferred
- Ability to work some evening and weekend events

**Education Level:**

Bachelor's Degree required

**REPORTING RELATIONSHIPS AND WORK ENVIRONMENT**

The Manager of Membership and Annual Giving reports to the Development Director

**APPLICATION INSTRUCTIONS**

**All interested candidates should send the following to [search@bicyclecoalition.org](mailto:search@bicyclecoalition.org) by Monday, March 4th:**

- An up-to-date resume (no longer than 2 pages)
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit for the Manager of membership and annual giving role. Be sure to relay your story, and not just your professional attributes.
- References will be requested as the hiring process moves forward.
- Email subject should read: “[last name] Manager of Membership and Annual Giving Application”

We thank all applicants; we will contact only those selected for interview

**Individuals who identify as BIPOC / LGBTQIA+ are strongly encouraged to apply.**

***\*\*Vaccination (including the booster shot) is required as a condition of employment at the Bicycle Coalition. Employees may request a medical or religious exemption.\*\****

*The Bicycle Coalition is committed to building a staff that matches the diversity of the communities we serve, and strongly encourages people of color to apply. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.*