

Reporting to the General Manager, the Development and Marketing Director plays a pivotal role in strategizing and executing initiatives to enhance awareness and revenue, ensuring the sustained financial health of both KCME and Jazz 93.5. This multifaceted position encompasses fundraising, marketing, communications, and fostering external partnerships.

Primary Responsibilities:

Membership Management

- Act as primary membership liaison with an outsourcing organization regarding basic and midlevel direct mail, texting, e-marketing programs and operational activities.
- Work with General Manager on annual budget as well as interact with outsourced organization regarding budgets—revenue and expenses.
- Work with outsourced organization on campaign schedules, copy/creative for localization/branding and participate in regular strategy and update meetings.
- Oversee sustaining member program, collaborating with the General Manager and outsourced vendor to devise retention strategies for consistent growth and minimal attrition.
- Has a detailed understanding of overall membership program and database.
- Has the ability to run and analyze campaign reports in the database.

On-Air Fundraising and Marketing

- Help produce and direct all On-Air fundraising spots and campaigns.
- Help write scripts for On-Air fundraising.
- Participate in On-Air pitching as necessary.
- Help produce and direct development spots (such as for renewals, sustainers, etc.)
- Work with General Manager on On-Air fundraising schedule.
- Work with outsourced organization on set up and management of premiums, source codes and strategies.
- Plan, coordinate, and execute events, including but not limited to community events, concerts, and donor appreciation events, to cultivate donor relationships and generate revenue.

Online/Web Management

- Design, create and maintain web pages for the stations website.
- Design, maintain and implement non-fundraising social media and e-communications.
- Monitor, analyze and document online traffic patterns and site usage.
- On-going communication with the Digital Marketing team at the outsourced organization in support of fundraising goals and online forms.

Major Giving and Grant Development (Alongside General Manager)

- Prospect, cultivate and steward Major Donors and potential members with high-level capacity for philanthropic giving.
- Cultivate and solicit these donors to achieve specific Major Giving goals through a variety of means including face-to-face meetings, email and print communication, phone calls, events and other engagement activities.
- Create and manage Major Giving campaigns, events and reporting in the database (and other related technology/software as necessary).
- Develop and manage a planned giving program.
- Identify and cultivate foundation prospects and generate proposals for grants.
- Prepare and submit reports to foundations, ensures appropriate recognition and stewardship of grant awards

Vehicle Donations:

- Act as the primary contact for vehicle donation vendors.
- Formulate and execute marketing and communication strategies to enhance awareness and revenue from vehicle donations.

External Partnerships/Opportunities:

- Serve as the main community liaison for external fundraising events like community giving days.
- Oversee strategic matching gifts program, solicit matching gifts, and devise marketing strategies to expand this revenue stream.

Marketing, Communications & Promotions:

- Develop and execute external marketing and communication strategies to bolster organization awareness and engagement.
- Manage social media accounts, newsletters, and websites.
- Cultivate promotional trade relationships with community partners.
- Devise annual on-air promotions strategies and ensure timely production and scheduling.

General Duties:

- Assist in managing full-time Development Assistant and part-time intern.
- Work closely with team members to achieve departmental goals, foster long-term growth, and enhance donor retention.
- Attend and actively participate in weekly team meetings and other relevant sessions.
- Serve as the Development representative to the Board of Directors.
- Represent the station at events as required.
- Undertake any other duties as assigned.

Requirements:

- Bachelor's Degree or a minimum of three years of experience in nonprofit fundraising.
- Strong interpersonal and relationship-building skills with proficiency in verbal and written communication.
- Exceptional organizational abilities and attention to detail with a track record of managing multiple projects, exceeding goals, and meeting deadlines.
- Self-motivated; can perform successfully without regular supervision.
- High integrity, sound judgment, and flexibility.
- Availability to attend evening and weekend events when necessary.
- Intermediate computer literacy with proficiency in Microsoft Office; familiarity with email platforms, Canva, and WordPress is advantageous.
- Demonstrated work ethic and the ability to collaborate effectively within a team and work independently with self-direction.
- Knowledge of CRM databases.
- This role requires a dynamic individual who excels in both strategic thinking and operational execution, possesses a passion for fundraising and marketing, and is committed to driving the long-term success and sustainability of KCME and Jazz 93.5.

Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with this position.

EEO Statement: Employment with Cheyenne Mountain Public Broadcast House Inc dba KCME/Jazz 93.5 is "at will". KCME/JAZZ 93.5 is an Equal Opportunity Employer. KCME/JAZZ 93.5 does not discriminate, either when hiring or promoting, based on race, color, ancestry, religious beliefs or creeds, national origin, ethnicity, gender, age, marital status, disability, sexual orientation or gender expression. KCME/JAZZ 93.5 is dedicated to providing a workplace that is free from discrimination, intolerance, or harassment. KCME/JAZZ 93.5 complies with The Americans with Disabilities Act requirements with respect to making reasonable accommodations for known disabilities of the incumbent if the disability impairs a major life function and if the employee is otherwise qualified for the position. An incumbent may request reasonable accommodation by requesting such in writing, submitted to the General Manager.

Benefits: \$65,000 salary with potential yearend bonus up to \$5,000, Vacation, Sick, Healthcare

Procedure for application

Email the following to gm@kcme.org

1. A cover letter detailing how the applicant's qualifications fit the needs of KCME and Jazz 93.5.
2. A resume detailing education, training, and employment experience.