

Coordinator IV – Member Services

Position Details

Job Code: U7403

Reference Code: A875

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: [Step 41 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

The person selected for this professional-technical position will serve as the responsible administrator for the development, coordination, and management of membership revenue producing plans for individual, corporate, and governmental financial support for public television services. This position is responsible for developing strategy and overseeing implementation of all member programming and services, and the member renewal, recruitment, and retention process. This position is directly responsible to the Director, Development, Vegas PBS.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Develops, prepares, manages, and maintains the department budget, generates and analyzes financial reports and tracks performance against measurable goals; and tracks campaign performance and membership metrics.
2. Develops and supervises continuing community-wide annual fund campaigns using on-air direct mail telemarketing, social media, and events to secure support for public television services.

3. Supervises, trains, and evaluates assigned staff, and provides guidance in accordance with Clark County School District and Vegas PBS policies and values.
4. Internally collaborates with marketing & communications, programming, production, and other external facing teams; and cultivates collegial and productive relationships with internal and external stakeholders.
5. Oversees fundraising recordkeeping systems, ensuring data accuracy, donor privacy, acknowledgement and recognition and timely reporting; and supervises procedural functions of the station membership software system.
6. Analyzes and develops procedures to ensure the timely completion of work assignments, prepares work schedules, and sets priorities.
7. Develops, oversees and executes an annual plan for raising membership revenue, including budgeting and operational planning.
8. Supervises and directs the management of the renewal, acquisition and retention of members; ensures that messaging is consistently integrated through all mediums: on-air, direct mail, online, and texting; and is consistent with communications/marketing messaging to the community.
9. Directs and coordinates the membership program, including overseeing the monthly sustainer donation program, direct and email fundraising efforts, texting, employer matching gifts, corporate sponsor matching gifts, donor matching gifts, car donations, and any other donations from individuals not considered major gifts.
10. Manages and coordinates development of membership related projects for the station (i.e., publications, advertising, special events, community awareness events, on-air promotion, and related special activities).
11. Researches, writes, edits, or oversees the preparation of persuasive, accurate, and well-crafted solicitations, proposals, case statements, reports, correspondence, and other development-related communication materials in support of the station's fund-raising activities.
12. Identifies, cultivates and implements new methods of acquiring members. Assists with major gift prospect identification.
13. Develops, writes, and submits reports on fund-raising efforts.
14. Identifies, resolves, and communicates corrective procedures for departmental discrepancies and concerns.
15. Negotiates, coordinates, implements or oversees trade agreements; ticket deals; travel and tour opportunities to generate donor revenue.
16. Creates messaging, researches and reviews programming, and acts as executive producer for all on-air membership fundraising initiatives.

17. Researches, writes, edits, directs, or oversees the production of digital marketing efforts utilizing photos, video and GIFs to advertise ticketed opportunities to generate donor revenue.
 18. Supervises the management of all e-appeals and online membership drives, as part of larger comprehensive engagement and communication plan for fundraising.
 19. Solicits information and materials for long-range planning and maintaining current marketing and development methods and strategies.
 20. Represents the membership interests of the station at local, regional, and national meetings in regard to development functions of the station.
 21. Facilitates growth in membership revenue through the implementation of industry best practices and innovative new marketing strategies.
 22. Develops and implements plans to solicit and utilize volunteers in the development activities of the station.
 23. Ensures compliance with Federal Communications Commission (FCC) rules and regulations, copyright laws, and program sponsorship rules as they apply to membership.
 24. Documents and maintains pertinent reports required for management and FCC regulations.
 25. Develops an aggressive, multi-year membership growth strategy for the station.
 26. Develops and executes an ongoing plan for upgrading annual fund donors to major, capital, and planned gift donors.
 27. Represents Vegas PBS at key public events and important meetings to raise Vegas PBS profile and raise money.
 28. Develops, creates and implements annual membership event (station signature event).
 29. Creates, develops and implements trips and tours.
 30. Plans, creates and executes local, regional, national and international donor trips, tours, meet and greets, concerts, activities, etc.
 31. Conforms to safety standards, as prescribed.
 32. Performs other tasks related to the position, as assigned.
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Position Expectations

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.
2. Knowledge of Internal Revenue Service (IRS) tax laws, rules, and regulations.
3. Knowledge of FCC and Public Broadcasting Service (PBS) funding guidelines and requirements.

4. Knowledge of FCC rules and regulations, copyright laws, and program sponsorship rules.
5. Knowledge of management and organizational principles.
6. Knowledge of television production.
7. Knowledge of fundraising processes around donor acquisition, retention and growing current donor value.
8. In-depth knowledge of a variety of computer software programs including donor database software; and strong data analysis skills.
9. Strong knowledge of best practices for maximizing performance in a membership/direct marketing campaign and the ability to translate research/metrics into strategy and tactics.
10. Proven experience in crafting effective fundraising appeals.
11. Experience in planning cultivation and fundraising events and other activities.
12. Knowledge and experience with market research and audience research.
13. Exceptional organizational skills with the ability to multitask and to establish effective timelines for accomplishing long-range goals.
14. High level of personal responsibility strives to achieve the best results and assumes ownership and accountability for their own work and that of direct reports.
15. Experience managing budgets and ability to interpret and act upon financial information.
16. Proficiency with a variety of technology tools including Microsoft Office, database management; and computer-based analytical skills.
17. Requires strong verbal, written, analytical, and persuasive skills, excellent written communication, and interpersonal skills.
18. Ability to develop and maintain databases.
19. Ability to develop and maintain department budget.
20. Ability to create and organize funding projects.
21. Ability to achieve exceptional member satisfaction.
22. Ability to develop creative communication campaigns.
23. Ability to write effectively and concisely.
24. Ability to coordinate activities of different groups.
25. Ability to produce television programs.
26. Ability to work flexible hours or shifts.
27. Ability to exercise judgment as when to act independently and when to refer situations to an administrator.
28. Ability to interact effectively with all levels of employees, outside agencies (executive level corporate/foundation officers), and the public.
29. Ability to meet predetermined deadlines.

30. Ability to supervise and evaluate employees.
 31. Ability to work cooperatively with employees, the public, and other agencies.
 32. Ability to develop, manage and track direct marketing campaigns.
 33. Ability to develop creative fundraising strategies and demonstrate success in meeting measurable goals.
 34. Ability to juggle multiple projects successfully and independently, prioritize a heavy workload, often working under pressure and deadlines.
 35. Ability to work independently and in a team environment.
 36. Excellent decision-making skills, ability to stay calm under pressure and handle non-routine situations with command and ease.
 37. Ability to serve as an ambassador, role model and a strategic leader for Vegas PBS.
 38. Ability to coordinate and oversee details including budgets, vendors and timelines.
 39. Possess physical and mental stamina commensurate with the responsibilities of the position.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university or currently serving as a professional-technical employee with the District.

Licenses and Certifications

A valid driver's license or state-issued identification card.

Experience

1. Satisfactory service in corresponding or related positions or five (5) years of successful supervisory experience related to the administrative position.
2. Five (5) years of successful experience building donor or customer relationships using member benefit clubs, direct mail, e-marketing, pledge drives, telemarketing, and special events.
3. Five (5) years of successful experience in a nonprofit, marketing or public media setting; nonprofit fundraising experience in annual fund campaigns using a variety of direct response techniques.

Preferred Qualifications

1. Three (3) years successful performance with in on-air pledge drives as a Member Services Manager at the time of application.
2. Three (3) years successful experience in local and state tourism efforts with an emphasis on new business development and special events.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

Job Revision Information

- Created: 05/04/23