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Set moderation state: Needs Review APPLY

** FILLED** Manager of Direct Response Fundraising

VIEW FULL DESCRIPTION (PDF)

Colorado Public Radio is seeking an experienced nonprofit fundraising professional to join its expanding Membership Revenue Managers Team. The Manager of Direct Response Fundraising, in consultation with the Director of Membership, determines strategy and tactics and plans, conducts, and analyzes integrated multi-channel fundraising campaigns. Channels include direct response (mail, telefundraising, email), and digital (web, social, mobile).

Responsibilities include:

- Develop and execute integrated multi-channel fundraising campaigns to meet annual revenue and member goals.
- Translate strategies into specific documented plans including timelines, channel selection, offers, ask strings, segmentation, projected response rates, revenue, tests, and expense budgets.
- Review, select, and manage vendors for printing, mail, and telefundraising services.
- Manage acknowledgements for all members through mail, telephone, email, and web.
- Leverage program resources to maximize revenue within expense budgets.
- Research and implement innovations in fundraising strategy and member engagement.
- Foster a positive, creative, and productive work environment.

See the [full job description](#) for more information.

Education & Experience Requirements

- Identification with the mission and purpose of Colorado Public Radio.
- Minimum of 3 years nonprofit fundraising experience.
- Demonstrated organizational skills managing a variety of activities efficiently and effectively.
- Demonstrated verbal and written communication skills.
- Knowledge of fundraising best practices and procedures.
- Ability to plan strategically with a global vision that is in alignment with the goals of the Development Department and overall strategic goals of CPR.
- Proven analytical skills to uncover opportunities and greater efficiencies in fundraising.
- Proven success utilizing direct mail, email, telemarketing and other broad means of communication.
- Proven success working collaboratively towards mutual goals.
- Excellent verbal, written, and listening skills.
- Proficient with computers and software including word processing, spreadsheets, and donor database systems.
- Bachelor's Degree or equivalent experience required; public radio experience a plus.

Application Requirements

To apply, please submit a cover letter, resume and three professional references to hr@cpr.org with Manager of Direct Response Fundraising in the subject line. Competitive salary and benefits. No phone calls or drop-ins please. Colorado Public Radio is an equal opportunity employer and encourages workplace diversity.

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NEWS CODE OF ETHICS
FEDERAL FUNDING POSITION
FINANCES
BOARD OF DIRECTORS & GOVERNANCE <ul style="list-style-type: none">Board MembersMeetingsGuiding PrinciplesCode of Conduct & EthicsDiversity PolicyExecutive Committee CharterFinance & Audit Committee CharterNominating Committee CharterGovernance Guidelines
COMMUNITY ADVISORY BOARD <ul style="list-style-type: none">Membership And ActivitiesBoard MeetingsBoard Members
PRESS ROOM



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