

## **Membership manager**

The Fort Worth Report, a nonprofit, nonpartisan digital news organization that is Tarrant County's fastest-growing source of local news, has an opportunity for a membership manager with strong digital marketing skills. This is a new position that will be charged with leading ambitious growth plans for our reader revenue program.

### **About Fort Worth Report**

The Fort Worth Report is a nonprofit, nonpartisan digital news organization that provides independent, factual news to our readers. We cover all that is best about Fort Worth and Tarrant County: its personalities, neighborhoods, businesses, arts & culture, education, health and local government accountability. We tackle its problems and challenges, too, and spotlight solutions. Because we're supported by our community, our coverage is free for all to read, so that all can be well-informed.

We launched in 2021 with 6 employees and thanks to broad community support, we have experienced tremendous, rapid growth; you'll become the 21st full-time employee. In early 2023, we received a \$1.1 million grant from the American Journalism Project (AJP), which is giving us the capacity to build a stronger development team, ensure our longterm sustainability, and continue to provide the essential news our community needs. You'll have opportunities to connect and learn with peers and experts across the country who are part of the AJP network.

### **The Opportunity**

You'll play a key role in expanding and strengthening our existing membership program. Last year, we raised more than \$125,000 from more than 750 readers; our goal is to more than triple those numbers over the next several years. You'll design and execute campaigns to acquire, retain and upgrade membership support throughout the year. You will own our reader revenue program, consisting primarily of individuals who give under \$500 annually, and support our engagement of donors who have the capacity to give more.

The ideal candidate is a strong writer who also likes digging into data to create effective, inspirational campaigns, and who identifies strongly with our mission of providing thoughtful, independent local news to our community. As an important part of our growing development team, you'll help connect our readers to the part they play in supporting our journalism, so that our journalists can continue to provide the news they count on.

You will report to our Chief Development Officer and collaborate often with other team members, particularly our Director of Audience, our Marketing and Event Coordinator, and our

Business Manager. We're still in growth mode, so there's much opportunity for you to make a big impact and grow on our team.

What you'll do:

- Expand and improve performance of reader revenue campaigns and ongoing conversion tactics
  - Create and own overall goals for readers giving under \$500 annually
  - Set individual goals for campaigns in partnership with Chief Development Officer
  - Develop and implement online campaign strategies, including:
    - Writing, assigning and editing copy
    - Creating audience segmentations for each appeal
    - Building and testing emails
    - Managing donation pages
  - Experiment with creating and managing other types of appeals, such as text campaigns, video appeals or direct mail
  - Manage and test Calls to Action (CTAs) to drive reader revenue in other channels, including website, newsletters and social media
- Work within an existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization
- Track progress towards goals, run reports to assess performance of campaigns and tactics and use data to shape and refine strategy
- Manage membership program, including member communications and engagement
  - Rethink and rebrand existing membership levels and benefits
  - Write/edit/design donor newsletters
  - Oversee donor acknowledgment process
  - Oversee EOY tax receipt process
  - Provide thoughtful customer service to current and prospective members
  - Create and manage events that engage current and potential members
- Represent Fort Worth Report in the community as needed
- Partner with development team on overall donor stewardship including owning an annual donor appreciation event and helping identify members with capacity to become major donors
- Support recruitment and meetings of our volunteer reader advisory council, which provides feedback and guidance on community news coverage
- Collaborate on creation of swag for membership program and in online merch store

**Qualifications:**

- Excellent written and verbal communication skills
- Strong digital marketing skills
- Audience/membership related experience — ideally in managing multi-channel campaigns (acquisition, retention, upgrades) as revenue streams
- Creative thinker and problem solver
- Experience with CRMs (preferably Salesforce); CMS (Newspack/WordPress); and mail programs (MailChimp or similar)
- Responsive, tactful, collaborative and professional
- Experience using analytics tools (Google Analytics preferred) and integrating learnings into organizational decision-making
- Bachelor's degree in communications, marketing, journalism or a related subject, or commensurate work experience.

There are great candidates who might not check all these boxes or who hold important skills we haven't listed. Don't hesitate to apply and tell us about yourself. FWR is an equal opportunity employer and is committed to hiring employees from diverse backgrounds. People of color, women, LGBTQ+, and differently-abled people are strongly encouraged to apply.

### **Compensation**

This is a full-time, exempt position. Expected starting salary range is \$60,000-70,000, depending on experience and qualifications.

We offer health insurance (medical, dental, vision); employer-paid life insurance; paid maternity/paternity leave and extended medical leave; a 401k with employer match; 17 days of PTO and 11 paid holidays. This position is based in our Fort Worth office but there is some flexibility to work remotely when needed.

As a start-up, we're often called to wear many hats and jump in to help each other when the situation calls for it. We're committed to maintaining a healthy work-life balance and providing a place for staff to feel supported in their professional growth and achieve ambitious goals.