



Membership Manager

About WCTE PBS

WCTE PBS is the Upper Cumberland's public television station, committed to educating, engaging, and enriching the communities we serve. Through trusted educational programming, local storytelling, lifelong learning initiatives, and community engagement, WCTE serves more than one million viewers across Middle Tennessee and the Upper Cumberland. Our members and donors make this work possible, and the Membership Manager plays a vital role in building lasting relationships that sustain our mission.

Position Summary

WCTE PBS is seeking a dynamic, strategic, and relationship-driven Membership Manager to lead and grow the station's membership program. This position is responsible for developing and implementing strategies to acquire, retain, and engage members while providing exceptional customer service and stewardship.

The Membership Manager oversees the day-to-day operations of the membership program, manages donor records and gift processing, coordinates annual fundraising campaigns, and works closely with the Director of Development to strengthen philanthropic support for WCTE's mission. This position also provides direction and coordination for Development Associates and other support staff assisting with membership campaigns, donor communications, data entry, and stewardship activities to ensure consistency, accuracy, and exceptional service.

The ideal candidate is an experienced fundraising or membership professional who is highly organized, detail-oriented, customer-focused, and passionate about public media and community engagement.

Key Responsibilities

Membership Program Management

- Works with vendors to see all aspects of the membership program, including new member acquisition, renewals, upgrades, sustaining memberships, lapsed member recovery, and donor stewardship.
- Develop and implement strategies to increase major giving, membership participation, donor retention, and annual giving.

Donor & Member Relations

- Serve as the primary contact for members and donors, providing exceptional customer service while cultivating meaningful, long-term relationships.
- Respond promptly to member inquiries and resolve issues professionally and courteously.

Membership Campaigns

- Plan, coordinate, and evaluate annual membership campaigns, direct mail appeals, digital fundraising initiatives, on-air fundraising efforts, and special giving opportunities.
- Collaborate with marketing and communications staff to create compelling fundraising messages and member communications.

Database & CRM Management

- Maintain accurate donor and member records within the station's CRM/database.
- Oversee gift processing, pledge fulfillment, recurring gifts, acknowledgments, donor segmentation, reporting, and data integrity.
- Develop and maintain procedures that ensure accurate recordkeeping, consistent coding, timely updates, and reliable reporting.

Communication & Stewardship

- Develop renewal notices, acknowledgment letters, newsletters, e-newsletters, impact reports, donor recognition materials, and other stewardship communications.
- Ensure members receive timely, personalized, and meaningful recognition for their support.

Reporting & Analysis

- Monitor membership performance, analyze fundraising trends, prepare reports, and recommend strategies to improve membership growth, retention, and revenue.
- Track campaign performance and key performance indicators to support informed decision-making.

Leadership & Team Coordination

- Coordinate and prioritize membership-related work assigned to Development Associates, volunteers, and other support staff.
- Provide guidance on membership processes, donor stewardship, campaign execution, and database best practices while fostering a collaborative team environment.

Event Support

- Coordinate member appreciation events, donor receptions, pledge activities, and community engagement opportunities.
- Assist with fundraising events and donor cultivation activities.

Financial Processing

- Process membership gifts, recurring donations, and payments while ensuring accurate financial reporting, reconciliation, and compliance with station procedures.

Collaboration

- Work closely with the Director of Development and collaborate with marketing, programming, production, and station leadership to strengthen fundraising initiatives and promote membership benefits.

Additional Duties

- Support station fundraising initiatives, volunteer coordination, sponsorship activities, and perform other development-related responsibilities as assigned.

Qualifications

- Bachelor's degree in business, Communications, Marketing, Nonprofit Management, or a related field, or equivalent professional experience.
- Two to three years of progressively responsible experience in membership management, annual giving, nonprofit development, fundraising, customer relationship management, or a related field preferred.
- Demonstrated experience independently managing membership programs, donor stewardship, or annual fundraising campaigns.
- Experience working with donor databases, CRM systems, or membership management software, including reporting and data management.
- Strong organizational, project management, and multitasking skills with exceptional attention to detail.
- Excellent written, verbal, and interpersonal communication skills.
- Proficiency in Microsoft Office Suite and the ability to quickly learn new software applications.
- Ability to manage multiple priorities while meeting deadlines in a fast-paced environment.
- Passion for public media and commitment to WCTE PBS's mission of educating, engaging, and enriching the communities we serve.

Successful candidates will demonstrate:

- Exceptional relationship-building and customer service skills.
- Initiative and the ability to work independently while collaborating effectively with a team.
- Strategic thinking with a focus on growing membership and strengthening donor engagement.
- Strong accountability, sound judgment, and the ability to follow projects through to completion.
- Outstanding attention to detail and a commitment to maintaining accurate donor records and financial integrity.
- Adaptability and the ability to manage multiple projects in a dynamic environment.
- A positive, mission-focused attitude and enthusiasm for serving the community through public media.
- A continuous improvement mindset with a willingness to identify opportunities to strengthen membership operations and donor experiences.

Success in this position will be measured through:

- Growth in membership and annual giving revenue.

- Improved donor acquisition, retention, and renewal rates.
- Accurate and timely processing of gifts and donor records.
- Successful execution and performance of membership campaigns.
- High-quality donor stewardship and member satisfaction.
- Effective coordination of membership operations and support staff.
- Meaningful contributions to the overall success of WCTE's fundraising and development goals.

To Apply

Interested candidates should submit a resume and cover letter to Alicia Watson at awatson@wcte.org.

revised_8_5_2026