



Ohio Environmental Council

JOB DESCRIPTION: MEMBERSHIP ENGAGEMENT MANAGER

The Ohio Environmental Council seeks a full-time Membership Engagement Manager. The Membership Engagement Manager will lead efforts to ensure Ohio Environmental Council members see themselves within our collective movement and feel equipped to plug in on the issues they care about most. This role provides a great opportunity to demystify policy-wonkiness and translate our work in a way that will compel our members to donate in order to further the OEC's mission of securing healthy air, land, and water for all who call Ohio home.

The Manager will develop and manage an individual giving program of current donors and prospects via a multi-faceted approach to member relationship-building that includes direct mail, events, personalized outreach, and digital engagement. The Membership Engagement Manager will participate in organizing and executing the donor giving cycle from identification to solicitation through member-wide stewardship, with specific attention to securing new gifts and upgrading donors to ensure successful supporter engagement and outcomes. The role will also ensure strong data management, provide support for major donor moves management, and lead other membership activities.

Job Responsibilities

The Membership Engagement Manager will help develop and execute goals within the organization's development plan. Reporting to the Vice President of Advancement, they are responsible for the following:

- Growing and retaining the OEC's membership base by writing, designing and managing direct mail, monthly sustainer, and digital fundraising campaigns
- Implementing moves management (identification, qualification, cultivation, solicitation, stewardship, and recognition) to assist in building the pipeline by growing our ladder of engagement opportunities
- Ensuring proper database management and health, including building data strategy, generating reports, supporting donor moves management, and oversight of data entry
- Tracking, evaluating, and analyzing outcomes of development programs and plans, and developing strategies to achieve revenue goals within the membership audience
- Support and play an active role in the development team's efforts to integrate DEI into fundraising and embody the principles of Community-Centric Fundraising

- Assisting in developing fundraising goals, budget, metrics, and work plans
- Writing a variety of fundraising appeals and other donor stewardship communications
- Other duties as assigned

Performance Expectations

As a member of the Advancement Team, this position fundraises and grows our base of supporters year over year.

The Membership Engagement Manager must:

- Demonstrate knowledge of best practices to improve donor retention, acquisition and increase average gift amounts
- Apply excellent verbal and written communication, including strong attention to detail and copy writing and editing skills.
- Demonstrate strategic, analytical, project management, and problem-solving skills, including the ability to anticipate job-related needs and issues.
- Demonstrate initiative and work as a team player. Approach new ideas with a sense of possibility.
- Adhere to the highest ethical standards in fund development and uphold community centric values and principles of justice, equity, diversity, and inclusion.
- Convey a professional and positive image and attitude regarding the organization and our partners in the advocacy and environmental sector. Demonstrate commitment to continued professional growth and development.

Qualifications

Required:

- Excellent project management skills
- Data management, data analysis expertise, and technical knowledge regarding digital fundraising tools, including but not limited to Salsa, EveryAction or similar tools
- Strong writing abilities
- Experience using Canva and Adobe Creative Suite products (InDesign, Photoshop, etc.) to design both printed and digital materials
- Experience in a nonprofit development office

Desired:

- Event planning and execution experience
- Involvement with advocacy organizations
- Ability to travel throughout Ohio and occasionally work evening and weekend hours
- Belief that our mission matters and that the protection of Ohio's air, land, and water should be a priority among decision-makers

Required Cultural Competence

The ideal candidate shares our commitment to increasing racial diversity in our movement

and organization, integrating justice and equity into the work we do and ensuring an inclusive organizational culture. Furthermore, we're looking for candidates with strong listening skills and an ability to handle interpersonal relationships with grace and empathy.

Compensation & Location

The salary range for this position is \$48,000-\$52,000. Salary depends on experience and is competitive. Excellent benefits include health, vision, dental, and life insurance, flexible and dependent care spending accounts, generous paid time off, and employer-matched retirement fund. This position is union eligible and in the collective bargaining unit for OEC Workers United.

The OEC's headquarters is in Columbus, with a satellite office in Cleveland. The location of this position is flexible within the State of Ohio, with a preference for one of these cities.

More about the OEC and our team

At the Ohio Environmental Council, we work for clean air and water, clean energy, and protected public lands. We hold polluters accountable in court while working with communities and companies that want to invest in a clean, more sustainable direction. For over 50 years, we have led many of the major environmental policy wins in Ohio. Please visit the OEC's website to learn more about our vision, values, and work.

Our team is made up of more than 20 staff, 20 board members, and a number of interns and volunteers who come from a variety of backgrounds, including state government, social justice and environmental organizations, law firms, and all corners of the state. We pride ourselves on being a welcoming place for people from all backgrounds, including women, people of color, the LGBTQ community, and all religions.

The Ohio Environmental Council is committed to working toward a just, equitable, diverse, and inclusive environmental movement, and seeks to hire staff and contractors that reflect the diverse communities and perspectives that comprise Ohio. The OEC is an equal opportunity employer. Candidates of all backgrounds are highly encouraged to apply.

How to Apply

Send a cover letter explaining why you are the ideal candidate for the position, your resume, and writing sample to careers@theOEC.org with "Membership Engagement Manager" in the subject line. Applications will be considered on a rolling basis until filled.