Job Description
Director of Membership and Development

2020

# Position Description:

The director of membership and development plays a key role in strengthening GEO’s community of grantmakers and achieving GEO’s revenue goals. Working closely with the vice president of external affairs, executive vice president and other members of the revenue team, and supporting membership and fundraising efforts across the staff, the director ensures that GEO’s fundraising and membership efforts meet or exceed annual goals. The director reports to the vice president of external affairs and supervises members of the revenue team (two specialists and an associate). As a director at GEO, they hold responsibility for stewarding organizational culture, talent development, planning/budgeting, strengthening the connections between programming and revenue, and fostering alignment and relationships across the team and organization. This position involves about 20-30% travel.

# Key Responsibilities:

## Fundraising

* Work with the vice president of external affairs, executive vice president, and other revenue team members to create and execute GEO’s development strategy, incorporating analysis of funding streams, fundraising activities and new potential funders
* Update and institutionalize GEO’s revenue processes and tracking systems, working with the operations team and other staff across the organization
* With the vice president of external affairs, analyze and decide on annual fundraising targets
* Manage funding portfolio by coordinating senior team funder accounts, supporting those relationships, and directly managing some funder relationships (including meeting and corresponding regularly with core funders to ensure they are up to date on GEO’s work and are engaged in areas of interest to them)
* Coordinate collaboration between teams (including programs, operations, and strategy & learning) to ensure effective execution of GEO’s development strategy
* Ensure grant proposals and reports are accurate and compelling
* Identify new potential funders among GEO membership and the field of philanthropy

## Membership Recruitment and Retention

* Working with the vice president of external affairs and other revenue team members, set GEO’s annual goals for new member recruitment and member retention
* Support revenue team members, senior team, board, and all staff in meeting or exceeding member recruitment and retention goals; foster a culture and set of practices around a united and aligned approach to membership across the staff and board
* Work across the team to ensure smooth functioning of membership renewal and recruitment processes
* Represent GEO externally at events, meetings with members and prospects, and present the value of membership to nonmembers
* Coordinate with the program team to identify and share trends and examples of practices within GEO membership
* Coordinate with the communications team to produce membership communications and marketing collateral to execute recruitment and retention strategies
* Inform and advise staff/consultants on the development, distribution and analysis of GEO membership satisfaction survey
* Develop and maintain relationships and strategic partnerships with philanthropic service organizations and other organizations serving philanthropy to enhance GEO’s member benefits and services
* Facilitate timely communications and customer service between GEO and our key stakeholders, including members, prospective members, partners, funders and volunteers. Promote, recruit and retain GEO membership and fundraising support as appropriate through these interactions.
* Interact regularly with GEO members — help them feel heard, understood and welcome in the community. Foster member connections to each other and to resources relevant to their work.

## Management and Supervision

* Supervise the members of the revenue team according to principles described in GEO’s supervision philosophy.
* Mentor and support direct reports in their day-to-day work and with a focus on their growth and professional development.
* Support shared learning on team and throughout the organization through coaching relationships, peer mentoring and talent development.
* With the director of people and culture, oversee hiring processes for select team members through crafting postings and job descriptions, coordinating interview processes and final candidate selection.
* When needed, assist in training and overseeing the work of temporary employees who provide support to the revenue team.

## Team Leadership and Planning

* With the vice president of external affairs, shepherd the revenue team’s short- and long-term planning and budgeting activities, business modeling, revenue strategy and fundraising as well as ongoing team development efforts
* Review membership and fundraising revenue in financial statements and prepare updates for the senior staff, board and other internal or external audiences
* Draw on facilitative leadership methods and tools to nurture and support a team culture that allows people of different cultures, backgrounds and approaches to work to thrive
* Participate in organization’s knowledge management and internal learning efforts
* Coordinate as needed with colleagues on joint projects, and complete other duties as assigned with an eye toward drawing connections between existing work
* Participate and in some instances, lead organizational work planning efforts

## Culture Transformation/Racial Equity

* Help GEO make progress on our strategy, advance our change agenda and serve the field in the areas of culture, racial equity and organizational structure and talent
* Engage and contribute to full and small group conversations around centering racial equity in GEO’s internal culture and external programming
* Attend to results, relationships and process in all facets of work