



**Save the Sound®**

**Director of Member Engagement and Events**

**Job Description**

**February 20, 2020**

**SUMMARY:**

Save the Sound, the Long Island Sound region's leading environmental organization, is seeking a Director of Member Engagement and Events to lead our membership team with dedication and a goal of growing our base of support in Connecticut, Westchester County, NYC, and Long Island, to help achieve the regional environmental goals set out in our five year strategic plan.

Save the Sound leads environmental action in your region. We fight climate change and build resilient communities, save endangered lands, protect the Sound, and restore its rivers. What makes us unique is the breadth of our toolkit and results. We restore and protect all that impacts the Long Island Sound region's environment, from rivers and shorelines to wetlands and forests, from the air we breathe to the waters of the Sound itself. And we work in many ways, from legislative advocacy and legal action to engineering, environmental monitoring, and hands-on volunteer efforts. For more than 40 years we've been ensuring people can enjoy the healthy, clean, and thriving environment they deserve—today and for generations to come.

The Director of Member Engagement and Events will lead development of Save the Sound's membership recruitment and retention strategies; manage our direct mail, social media and on-line engagement; be responsible for leading the membership engagement team to achieve growth and retention targets, and plan and manage events for the organization. The Director will supervise and lead two dedicated team members.

**JOB RESPONSIBILITIES:**

- Lead the membership team to meet annual goals for revenue. Also lead the program to achieve membership retention and growth employing strategies that deepen relationships including direct mail, membership oriented events, social media and on-line engagement.
- Work under the supervision of the Chief Development Officer and engage with Board Members to identify a strategy to grow the membership program in order to make Save the Sound one of the most effective environmental organizations in the region.
- Continually analyze and adjust membership strategy by tracking and interpreting data and key performance indicators. Track membership conversion, initiation, engagement, and retention data to evolve and improve membership program effectiveness. Create a data gathering process to facilitate segmentation of members for better engagement and retention and to report progress to the President and Board of Directors.
- Coordinate, plan and execute member and major donor engagement events to attract, engage, and cultivate potential and current members.
- Oversee and be responsible for the design, editing, production, and delivery of all direct mail appeals and newsletters, social media, and on-line membership engagement strategies.
- Work with Chief Development Officer to create and manage the departmental budget.
- Cultivate relationships with members at all levels through various interactions, including member events, social media, correspondence, phone, and email.

## QUALIFICATIONS AND EXPERIENCE:

- Energetic, dynamic leader who is excited to take a successful membership program to the next level with close collaboration with colleagues across the organization and having the ability to strategically integrate the goals of the membership program with the broader goals of Save the Sound.
- A demonstrated understanding of philanthropy and passion for the environment. 3-5 years' experience in philanthropy and 1-3 years event planning & management experience.
- Excellent communication skills, both written and verbal, strong attention to detail and organizational skills, ability to meet deadlines and to prioritize competing demands.
- An analytic skillset and the ability to lead, carry out, and communicate error-free analysis, and the ability to develop strategy based on analysis.
- Excellent interpersonal skills and ability to lead a team.
- Bachelor's degree or equivalent experience in related field.
- Previous experience working with and driving results from a sophisticated customer-relationship management system.
- Experience in Adobe CC (Illustrator, Photoshop, InDesign, and Acrobat) is helpful.
- Applicants must be a licensed driver with access to a car and willing and able to work some nights and weekends. Experience and comfort with speaking in public and promoting events to the media.

## COMMON ORGANIZATIONAL RESPONSIBILITIES:

- Assist with execution of the annual development plan to support meeting the annual organizational and program budget goals.
- Maintain positive and productive working relationships with all Save the Sound staff members. This includes providing and receiving constructive feedback.
- Participate in building productive relationships with Save the Sound's members, external partners, policy makers, and the general public.
- Participate in organizational meetings and activities as requested, such as monthly staff meetings, trainings, and ad hoc planning committees.
- Complete all administrative work on time, such as time sheets, purchase orders, project reports, and planning documents.

## TO APPLY:

Please submit a resume, three writing samples, salary requirements, and a cover letter describing your interest and qualifications for this position by COB on March 6, 2020. Please use subject line: Director of Member Engagement and Events when you submit the materials to: [vwormely-radford@ctenvironment.org](mailto:vwormely-radford@ctenvironment.org). No phone calls, please.

Save the Sound provides equal employment opportunities to all employees, applicants for employment, volunteers and interns; and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetic information, protected veteran status, sexual orientation, or gender identity, marital status, pregnancy, or political affiliation.