



Membership & Audience Engagement Manager

WHO WE ARE

The San Antonio Report is a nonprofit, nonpartisan digital news organization that is member-supported. We cover all that is best about the city: its personalities, neighborhoods, businesses, culture, cuisine, arts and entertainment. We tackle its problems and challenges, too, and spotlight innovative solutions. The San Antonio Report began in 2012 as the Rivard Report, a blog created by a husband-and-wife team that has grown into a thriving online news enterprise with a staff of 22 talented, passionate journalists and nonprofit professionals. Our work, which includes a year-round calendar of civic engagement events, is all about San Antonio and the surrounding communities.

POSITION OVERVIEW

The nonprofit San Antonio Report is seeking a Membership & Audience Engagement Manager to join our business team. This position will be primarily responsible for maintaining and growing the San Antonio Report's individual membership program, supporting the leadership team on major donor efforts and participating in business membership program maintenance and outreach. The membership & audience engagement manager will take a lead role in deepening loyalty among readers and converting them to members using email and on-site strategies, fulfilling member benefits while also providing support for other development and audience engagement initiatives.

Duties will include, but are not limited to: managing a Salesforce membership platform; maintaining membership benefits, retention and growth; prospecting new members, and planning and executing member events throughout the year. The ideal candidate must be collaborative and share the San Antonio Report's mission, vision, and values. Successful candidates will be well-read and versed in the pressing issues of the day and will be very familiar with the San Antonio Report site, our content, and the vital role we play in San Antonio, informing and connecting engaged citizens. This position will support the Publisher & CEO and Chief Operating Officer, and reports to the Chief Operating Officer.

RESPONSIBILITIES

- Own multi-faceted membership and other fundraising campaigns with support from chief operating officer and external partner News Revenue Hub to meet monthly revenue goals: Develop strategy, schedule, and copy for annual and ad-hoc fundraising and membership campaigns, utilizing the Report's numerous channels (i.e. website, newsletters, social media); coordinate staff delegation of tasks and design assets; and

The logo for the San Antonio Report features a stylized blue speech bubble icon on the left, followed by the words "SAN ANTONIO" in a smaller, blue, sans-serif font, and the word "Report" in a large, bold, dark blue, sans-serif font.

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collaborate with editorial staff and external stakeholders on writing of appeals when appropriate.

- Update and maintain the San Antonio Report's CRM (Salesforce) with thorough and accurate data pertaining to all donations (i.e. memberships, grants, major donors, etc).
- Administer benefit fulfillment for members and major donors and develop new, creative ways to recognize, support, and benefit members and major donors.
- Generate member and major donor prospect leads by tracking and maintaining member engagement statistics; produce weekly and monthly donor reports for the Chief Operating Officer and CEO & Publisher, as needed.
- Maintain and update membership messaging, including but not limited to print and digital collateral, acknowledgement letters, and renewal letters.
- Provide ongoing quality customer service support for San Antonio Report members and readers via email and phone.
- Coordinate vision and strategy for member events in collaboration with events manager and assist in coordination of community engagement events including developing invitations, setting up registration, leading membership table, and following up with newsletter subscriber and member prospects.
- Coordinate and communicate with News Revenue Hub on membership best practices, bi-annual membership campaign strategy and deployment, various fundraising projects and initiatives, generation of Salesforce reports, etc.
- Monitor readers' engagement with San Antonio Report products to inform membership and audience strategies; collaborate with the Audience Growth Director and serve as an active participant on the San Antonio Report's audience team.
- Assist in the writing and submission of grant applications to local and state foundations and prospect potential grant funders.
- Project manage major donor program in producing timely reports of current and prospective donors and ensure timely cultivation and stewardship touchpoints in collaboration with Publisher and CEO.
- Other related duties as assigned.

QUALIFICATIONS

- A 4-year degree is required
- Experience with membership, community outreach, or community journalism organizations preferred
- Experience with analytics and audience engagement strongly preferred
- Previous database and/or CRM experience highly preferred
- Excellent written and verbal skills
- Research and data collection skills
- Strong proficiency in using all major social media platforms



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- Self-motivated, energetic learner
- Comfortable with working in a collaborative team environment
- Willingness to experiment with new approaches and flexible in implementing others' ideas
- Highly organized with the ability to meet tight deadlines
- Proficient with Microsoft Office and familiar with Salesforce, Mailchimp, WordPress, Google Analytics/Parse.ly, Adobe Creative Suite and other similar tools is preferred.

This is a full-time, exempt position and is based in San Antonio, TX.

Compensation for this position is competitive and commensurate with experience and skill set. Some of the benefits employees enjoy are 20 days of personal time off, nine paid holidays, health benefits, a 401(k) plan, and paid parental leave.

We're committed to building an inclusive newsroom that represents the people and communities we serve. We especially encourage members of traditionally underrepresented communities to apply.

Application details: Applications will be reviewed as they are received, and the deadline to apply is September 30, 2021. To apply for this position, please submit a cover letter, résumé and list of three references to apply@sareport.org and include "Membership & Audience Engagement Manager" in the email subject line.