

Membership Manager

Reports to: Development Director

Location: Lander, Wyoming

WyoFile is returning the facts to Wyoming's civic life with community-supported, non-partisan watchdog journalism. To make that happen, we're looking for an enterprising membership manager to strengthen and expand community buy-in — financial support, reader engagement and advocacy — for WyoFile and our mission throughout the state and beyond.

This is a chance to build upon and innovate a successful membership program and have lasting impact in a fast-paced entrepreneurial environment while also enjoying the security and credibility of a market leader with established community buy-in. The right candidate will leave their mark on WyoFile, Wyoming and American democracy.

Fast Facts:

Established: 2008

Employees: 11 and growing

Annual budget: \$1.4M

Contributing members: 2,200

120% digital user growth in last two years

50+ state and regional publications that rely on WyoFile reporting

What you'll do:

- Implement a member-focused communications plan that engenders a sense of ownership and in-group affiliation, including development of messaging, materials, newsletters, membership solicitations and other communications that advance our mission and visibility
- Collaborate with development staff on audience segmentation, individual donor research, donor moves management and more personalized connections
- Manage donor stewardship communications and donor recognition events
- Strengthen and innovate existing systems to convert readers into subscribers, subscribers into contributors, contributors into champions
- Design and execute seasonal membership drives
- Work with development and editorial staff to plan, organize and coordinate community outreach events
- Identify, solicit and fulfill underwriting partnerships
- Work with development staff on grant research and execution
- Cultivate personalized relationships with groups including, but not limited to board of directors, advisory groups and prospective WyoFile affiliates and advocates

- Integrate work into donor management database to ensure consistent data management.

What you'll need to succeed:

- Professional persuasiveness. You're a natural motivator and effortless organizer. Whether it's what book to read or which party to attend you're a natural trendsetter and people follow your lead. You may have found a professional outlet for this working on a campaign, in word-of-mouth marketing or as an influencer.
- Technology savvy and willingness to learn. Digital communication is second nature. You recognize the immense capabilities of solid data and communications tools to organize and mobilize markets, and have experience leveraging such tools to great effect.
- Goal orientation and intrinsic motivation. Challenges inspire you, particularly when the objective is clear. You are accustomed to tackling ambitious, complex initiatives in which failure is not an option.
- Great customer service instincts. You tend to put yourself in the individuals' shoes and are able to see an organization and its behavior from an outside perspective.
- Creativity and follow-through. You are an idea engine, and a task master. You dream up out-of-the-box solutions and have a demonstrated history of implementing them.
- Ability to juggle multiple projects at the same time. This role works with many different platforms and stakeholders that need to be prioritized in different ways.
- Exceptional attention to detail. You sweat the small stuff, be it a repetitive task, the fine-points of a message or pulling off the perfect party, while never losing track of the timeline and deadlines.

We're especially interested in candidates who:

- Have worked in or can demonstrate a passion for journalism or civic engagement
- Are personally grounded in the unique cultures of Wyoming
- Have demonstrated experience in professional persuasion

We're committed to building an inclusive newsroom that represents the people and communities we seek to serve. We especially encourage members of traditionally underrepresented communities to apply for our Membership Manager job, including women, people of color, members of the LGBTQ+ community, and people who are differently abled.

The details:

Start date: Spring 2023

Competitive salary commensurate with experience

Location: Flexible

Significant windshield time — long hours traversing Wyoming's wild wonderful landscape — required.

WyoFile offers unlimited paid time off, excellent health insurance with dental and vision, a matched SIMPLE IRA, flexible work environment and other benefits.

To apply, please address resume and cover letter to Daniel Kenah at jobs@wyofile.com.