



**BICYCLE  
ALLIANCE**  

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**OF WASHINGTON**  
BicycleAlliance.org

**Position Announcement:**

## **Development & Membership Manager**

The Bicycle Alliance of Washington, a statewide bicycle advocacy and education organization, seeks a talented and energetic individual for the newly-created position of Development & Membership Manager (Manager). The ideal candidate will be a self-motivated team player with leadership abilities, an entrepreneurial spirit and a passion for bicycle advocacy. Working directly with the Executive Director, the Manager will be responsible for planning, implementing and managing an integrated fundraising program to diversify and increase unrestricted and program-specific funding in support of our mission. The Manager will also be responsible for developing and implementing a plan to significantly grow membership through both individual and organizational opportunities.

### **Duties/Responsibilities**

#### **Planning/Strategy (15%)**

- With assistance from colleagues, produce reports, analyze past performance, and strategize next steps for all fundraising and membership initiatives.
- Together with Executive Director, develop annual development and membership plans in support of Bicycle Alliance's strategic priorities.
- Become fully knowledgeable about the Bicycle Alliance's mission, values, programs and strategy in order to identify and develop unique funding opportunities.

#### **Fundraising (50%)**

- Develop and implement solicitation goals and strategies for annual giving, major gifts, corporate sponsorships, planned giving, and membership.
- Provide leadership to Board members, staff and volunteers to meet fundraising goals.
- Build, deepen and steward relationships with current and prospective donors.
- Research and develop grant opportunities for unrestricted and program-related funding.
- Strategize and produce direct mail appeals.
- Work closely with colleagues to oversee gift processing function and update acknowledgement letters as needed.

#### Membership (25%)

- Develop and implement membership growth and retention plan.
- Create strategies and tactics to leverage current Bicycle Alliance programs into membership growth

#### Professional Development/Growth Opportunities (10%)

- Participate in local professional development offerings (NDOA, AFP, etc.)
- Participate in bicycle-specific professional development opportunities (ABW, APBP, etc.)
- Invest in learning about bicycling (Traffic Skills, LCI, etc)
- Gain proficiency in eBase database.

#### **Qualifications**

- Bachelor's degree and 5 years experience in related field required
- Five years non-profit development and marketing experience including direct appeals, grant writing, major gifts, and donor development preferred
- Excellent organizational skills including ability to: (a) manage multiple projects; (b) work accurately under deadline; and (c) plan, coordinate, implement and assess the effectiveness of development and marketing programs
- Knowledge of local philanthropic, civic and corporate communities a plus
- Strong verbal and written communication skills
- Strong customer-oriented service philosophy
- Ability to work independently and as part of a team
- Proficient in computer software; experience with donor database a plus

Full-time position: 40 hours per week

Compensation: \$35,000 – \$40,000 DOE and full benefits package

To apply: Please send cover letter with resume, writing sample and three professional references as a single .pdf document by January 31, 2012 to [info@bicyclealliance.org](mailto:info@bicyclealliance.org); subject: Development & Membership Manager.