



Job Description – Member Communications & Engagement Manager

July 2021

Summary: The Member Communications & Engagement Manager (the “Manager”) works to build Maine Farmland Trust’s membership program and donor pipeline in support of the organization’s broader strategic goals and initiatives. The Manager collaborates with the Development and Outreach teams to develop, implement, and evaluate MFT’s membership program, executing recruitment and engagement strategies, producing strategic communications and materials, and implementing direct solicitations to members and prospective supporters. The Manager serves as the primary organizational contact for members and will carry a small portfolio of donors and prospects in an effort to build the pipeline of support for MFT. This position reports to the Director of Development and may be based out of MFT’s Portland or Belfast office, including the possibility of partially working remotely.

Responsibilities and Duties:

- Design and implement member campaigns, including renewals, appeals, and member acquisition; writing compelling copy and designing direct-mail communications.
- Create and implement innovative approaches to member/donor communication strategies, including testing, piloting, and researching strategies for the retention, acquisition and solicitation of membership gifts.
- Create and design member stewardship reporting such as impact reports and other meaningful touchpoints to ensure members are informed and appreciated.
- Identify, cultivate, solicit, and steward a select group of members through in-person meetings and targeted strategies.
- Design, launch, and manage a business/corporate annual fund program; organizing a volunteer steering committee made up of business owners and leaders.
- Track and analyze performance of the membership program; producing monthly, post-campaign, and year-end reports to MFT leadership.
- Collaborate with Development Operations Manager and Outreach staff to oversee administrative tasks associated with membership program operations including: tax receipt letters; acknowledgement processes; general member communications; member pipeline management; and appeal campaign list management.
- Collaborate with Director of Development and Development Officer to execute small house parties focused on identifying, cultivating and stewarding major donors, planned giving donors, and highly-rated members.

Desired Qualifications:

- Commitment to farmland protection, farm viability, and the future of farming in Maine.
- Minimum of three years of experience in nonprofit membership or communications functional areas.
- Experience developing direct-mail renewal, solicitation, and acquisition strategies and tactics.
- Experience coordinating membership campaigns, including the development of a campaign calendar and working with a print / mail house; proven ability to collaborate effectively with other development team members to meet a fundraising goal.
- Strong development communication and writing skills; able to effectively convey the organization's mission, priorities, and programs to diverse audiences in a variety of formats with solicitation, acknowledgement, and stewardship communications.
- Familiarity with the Adobe Creative Suite, including Illustrator, InDesign and Photoshop is preferred
- Excellent verbal and interpersonal communication skills; ability to speak about the organization's work in an articulate, professional, and compelling manner.
- Ability to analyze data to accurately evaluate effectiveness of strategies and tactics.
- Highly organized and with an eye for detail; able to meet firm deadlines.
- Proficiency in Microsoft Word, Excel, Outlook, and PowerPoint.
- Savvy with common social media tools.
- Willingness to travel to off-site locations statewide, and to work occasionally on evenings and weekends. Ability to provide transportation.