



## **Downtown Madison, Inc. (DMI)**

**ORGANIZATION:** Downtown Madison, Inc. (DMI) is a dynamic nonprofit 501-(c)6 organization committed to sustaining, planning for, and growing downtown Madison as a vibrant regional economic engine that offers best-in-class quality of life for businesses, downtown workers, residents, and visitors. DMI strives to build a vibrant, equitable and welcoming downtown for all through community building, advocacy, and policy research. For more detailed information, please visit: <http://www.downtownmadison.org/>

**POSITION:** Director of Development

**REPORT:** This position reports to the President.

**JOB DESCRIPTION:** The Director of Development envisions and sets all operations related to membership development and is responsible for executing, guiding, managing, and evaluating all membership activities. The Director is also responsible, in coordination with the Vice President, for managing all marketing and communication initiatives for DMI.

The position requires strong communications, marketing and sales skills including familiarity with the Madison business community. Additionally, the ideal candidate possesses creativity, project management skills, and storytelling abilities. The ability to be a thoughtful and collaborative colleague and the desire to take initiative and achieve goals is important. Also, the ability to communicate with a diverse audience including board members, staff, downtown stakeholders, community, and business leaders is key. Attendance at DMI programs, Board meetings, Executive Committee meetings, events and other relevant gatherings is required.

### Membership Retention:

- Responsible for developing, implementing, and maintaining strategies that focus on retaining and engaging current members.
- Work with the Membership Development Committee to develop member service evaluation tools/procedures, involvement strategies, and member service contacts.
- Monitor membership retention data to guide strategies.
- Responsible for maintaining and strengthening relationships with existing members /partners and cultivating new members/partners.

### Membership Recruitment:

- Responsible for developing, implementing, and maintaining membership growth strategy.
- Work with DMI President to set annual membership goals and dues structure.
- Strategically identify, track, and engage prospective new members.
- Receive and follow up on prospect inquiries and referrals.
- Work with DMI President to identify and pursue partnerships.

Member Communications/Service/Marketing:

- Work with DMI Vice President on communication strategies to membership and the larger community.
- Identify and execute content needs to best meet DMI's marketing goals.
- Curate, manage and execute all DMI's social media content.

Additional Responsibilities:

- Produce, write, and edit member promotional materials.
- Responsible for securing financial and in-kind sponsors for DMI events and special projects.
- Create and maintain strong relationships with key strategic partners and community members.
- Attend local events to assist in building community.

Administration:

- Work with the Office Manager to manage and track accurate and timely annual member dues invoicing process (determine amounts to invoice, definitions and guidelines, and follow up with delinquent accounts).
- Staff and manage the DMI Membership Development Committee.
- Prepare monthly membership reports for DMI President and Board/Executive Committee.

**HOURS AND LOCATION:** This full-time position requires regular business hours as well as regular nights and occasional weekends for special and community events. Staff is currently operating with a hybrid model to include some work from home days/hours, with flexible scheduling.

**COMPENSATION:** DMI offers a competitive salary (range between \$60,000 and \$80,000) and a comprehensive benefits package commensurate with experience. DMI compensation includes health insurance, dental insurance, 401(k) match, life insurance, short and long-term disability, and some transportation assistance.

**APPLY:** Please send your resume and cover letter to [jilstrup@downtownmadison.org](mailto:jilstrup@downtownmadison.org) by September 3, 2021.

DMI does not discriminate against any employee or job applicant because of race, color, religion, national origin, sex, physical or mental disability, or age.