

An INGO has retained the services of *the winning edge* to recommend the following for their India Office at Bangalore.

FUND RAISING COMMUNICATION MANAGER

Fundraising Communication Manager works with and reports to the Fundraising Director and shall have other key cross functional relationships. The position will ensure that a sizeable portion of our donors remain loyal to the organisation and support the work for a long time. This position will lead manage and be responsible for donor-loyalty programs, managing donor journeys to ensure retention and up-gradation and driving plans forward in order to maximize donor engagement and life time value.

A senior marketing communication professional and manager with relevant experience of non-profit communication; is expected to provide leadership to a team and to lead all donor relationship and engagement strategy and plans to enhance the bondage with existing donors, which will be reflected by the sustaining and enhancing donor support and commitment. Creative and innovative individual with a good streak of entrepreneurial fire and a comfort with handling strategic communication work. **Critical to the role is managing the expectations of a range of individual donors, vendors and suppliers.**

Key Result Areas

- Retention strategy for one off and regular gift donors
- Ongoing communication with donors
- Retain 70% regular gift donors at year ends
- Retain 50% one off donors at year ends
- Convert 15% one off donors to regular donors through auto debits
- Upgrade 5% of existing donors
- Introduce 3 to 5 new pro bono donor loyalty products every year
- Design and execute donor loyalty programs by implementing usage of donor welcome gifts and other periodic engagements etc.
- Design and execute multiple innovative donor engagement programs
- Manage a team of donor support, retention and up-gradation executives
- Achieve year on year revenue goals
- Necessary donor communication materials etc.

Key Responsibilities

- Manage the communication strategy for donor retention and ensure that it aligns with the Organisation partnership and fundraising strategy.

- Co-ordinate cross functional relationships with mobilisation, program, finance, research and operations.
 - Develop plans, tactics and actions to increase donor loyalty and to maximize their value.
- Provide leadership into creative and functional aspects of donor relationship management.
- Deliver an engaging donor relationship program and create donor welcome, retention, upgrade and reactivation materials.
- Identify and assess donor development and retention best practices, providing onsite training and mentoring to team and clients.
- Work closely with the Acquisition Managers, Fundraising Analysts and Membership Support Coordinators in order to maximize donor retention.
- Lead and manage creation and usage of donor communication materials and other marketing programs for retention, upgrade and reactivation.
- Develop relationships with professional event management companies, possible high value event venues, organisations and suppliers to generate pro- bono supports for donor loyalty and deliver exceptional quality events to a high value audience.
- Work with the team in India and elsewhere to produce written communications, including reports, updates, creative briefs or proposals as needed for the follow up or retention, upgrade or reactivation.
- Maintain a keen interest and good lay understanding of requirements research issues in order to communicate these effectively to internal and external audiences.

SKILLS, ATTRIBUTES AND EXPERIENCE REQUIRED

The position will be driven by wanting to ensure the channels it manage are successful and build an excellent return, and the team as well as colleagues in supporting teams are highly motivated to deliver. The position will also need to be fascinated by how it can creatively inspire existing donors to support our unique approach to protect rights for a long term.

- Track record of delivering successful marketing communication and development programs.
- Practical understanding of non- profit communication.
- Highly developed interpersonal skills, ability to work in and team and to take a leadership role
- Cultural sensitivity – the ability to work effectively cross culturally and adapt communications style as needed to foster collaboration.
- Strong analytical skills – the ability to analyse marketing and financial data to guide decision making.
- Excellent communication skills.
- Experience in using databases and data management.

- Preferable: Exposure to Human Rights or other development issues
- Strong understanding of socio political and economic scenario in India
- Strong managerial, coordination and project management skills

Other responsibilities

Finance and Management

- Annual budget and planning
- Reporting and monitoring progress
 - Database Management
- Maintain and effectively use database of donors
- Oversee data entry and gift processing.
- Recognition and engagement cycle.

Interested candidates may submit their detailed resume with a photo at the earliest to twerecruitment@yahoo.com .