



# Job description

## Senior Individual Giving Manager



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<b>Place of work:</b>	233 Broadway, Rm 2705 New York, NY 10279
<b>Contract type:</b>	Regular, full-time, exempt
<b>Reports to:</b>	Team Lead, Marketing & Engagement
<b>Manages:</b>	Community and Supporter Care Coordinator, Intern(s), Consultant(s)

### Introduction

WaterAid's Vision is of a world where everyone has access to safe water and sanitation. Our mission is to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities, WaterAid works with partners to maximize its impacts for policy change/influence.

WaterAid works through supporting local organizations and government authorities to design low cost sustainable projects using appropriate and affordable technologies that can be managed by the community itself. WaterAid also seeks to influence the policy change through government and other key international organizations to secure and protect the right of poor people to safe, affordable water and sanitation services.

### Job purpose

The Senior Individual Giving Manager raises unrestricted income from entry and mid-level individual donors (gifts below \$5K) to support the Marketing & Engagement Team in achieving its Goals as outlined in WaterAid America's (WAA) Business Plan.

Specifically, the Senior Individual Giving Manager is directly responsible for planning, managing and delivering the income and expenditure of multi-channel campaigns for donor acquisition, cultivation and stewardship. This position implements proven fundraising strategies that result in both supporter retention and increased giving, with a focus on growing WAA's monthly sustainer giving program. The Senior Individual Giving Manager works closely with Marketing and Engagement team members and colleagues across the WaterAid Federation to maximize impact of global campaigns.

**Accountabilities**

Retention and cultivation

- Retain sustaining donors and promote qualified supporters up the giving ladder.
- Closely monitor and analyze key performance indicators (KPIs) for new, active and lapsed supporters to determine cultivation tactics and relationship building techniques that increase long-term supporter value.
- Oversee and support the Community and Supporter Care Coordinator in delivering a superior supporter journey: develop and maintain a supporter journey calendar and coordinate timely delivery of communications, including impact reports and materials promoting WaterAid’s legacy program.
- Coordinate with WAA’s Policy & Advocacy team to integrate calls-to-action that increase engagement and retention rates.
- Develop and implement a mid-level program (one-time gifts between \$500-5,000) to identify and develop donors with exceptional giving potential.

Acquisition and solicitation

- Oversee the development and execution of WAA’s quarterly direct mail program in consultation with colleagues in WaterAid UK, the Senior Media and Communications Manager and the Team Lead.
- Analyze direct mail program performance, apply industry best practice and conduct tests to maximize revenue from all direct mail campaigns.
- Lead on the development, production and implementation of new donor acquisition tactics and strategies including multi-channel campaigns.
- Work closely with Digital Marketing Manager to integrate campaign messages across online channels (email, web, social media, etc.).
- Work closely with WaterAid Federation colleagues to share campaign results and collateral and identify opportunities to collaborate.
- Remain up-to-date on developments in the fundraising sector and assess the suitability of new approaches for donor acquisition and retention.

**Person specification**

Attributes	Essential
<b>Education / Qualifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree</li> <li>• Minimum of 5 years’ experience in fundraising with at least 2 years’ experience in direct marketing across direct mail and/or digital fundraising</li> </ul>

<p><b>Experience , Skills and abilities</b></p>	<ul style="list-style-type: none"> <li>• Successful track record of working in a direct marketing role / team, including experience of planning, managing and executing multi-faceted individual giving campaigns</li> <li>• Demonstrated superior communication and analytical skills, must be able to analyze marketing metrics to determine impact and optimize tactics;</li> <li>• Working knowledge of constituent management systems management systems/ donor database software (Raiser’s Edge and/or Luminate experience a plus);</li> <li>• Exceptionally organized and problem-solver, with the ability to manage a varied workload, including multiple projects and deadlines;</li> <li>• Experience leading, managing and motivating a team member and providing meaningful feedback on their performance</li> <li>• Proficient in Microsoft Office programs, web research tools, and general office software and productivity tools;</li> <li>• Ability to think and act proactively, independently (with limited supervision);</li> <li>• Excellent attention to detail and a willingness to support individuals at all levels.</li> </ul>
<p><b>Desirable</b></p>	
<ul style="list-style-type: none"> <li>• Familiarity with international development.</li> <li>• Spanish and/or French language proficiency</li> </ul>	