



Mid-Level Giving Manager

Department: Development
Type of position: Full-time; Exempt

Purpose of the Job

The Mid-Level Giving Manager works closely with the Marketing and Major Gifts teams to develop and implement a program strategy and comprehensive cultivation and stewardship program for Doctors Without Borders' mid-level "Partners"—donors who give any single gift of \$500 - \$5,000 in a 24-month period. S/he engages donors directly through personalized communications and outreach that deepens their relationship with the organization. The Mid-Level Giving Manager is responsible for developing the strategy for this highly valuable program, overseeing the development of engagement opportunities, marketing materials, and upgrading strategies specifically targeted to Doctors Without Borders' Partners.

Essential Functions and Responsibilities

- Develops—and oversees the implementation of—innovative, multi-channel strategies for mid-level acquisition, retention and upgrade
- Conducts continuous evaluation of MSF's branded mid-level giving program, recommending changes to program design and implementation on an ongoing basis
- Collaborates on creative design, messaging and data segmentation for mid-level prospect mailings
- Builds relationships with mid-level donors via phone calls, personalized email communications, ongoing written contact, and events.
- Acts as primary contact for incoming phone calls and email requests from mid-level donors, soliciting feedback and tracking response in the database.
- Develops mass-market outreach plans that demonstrate appreciation, recognition and engagement of mid-level donors
- Stays abreast of industry best-practices in mid-level donor management and implements applicable innovations to the program
- Works closely with Planned Giving and Major Gifts to assist in the cultivation of potential major donors and planned giving prospects
- Collaborates with Marketing Director, marketing vendors and members of team on the creation and implementation of an Annual Plan and Budget for mid-level program designed to meet the fundraising needs of MSF-USA
- Sets, tracks, and prepares reporting on program KPIs and goals

Supervisory Responsibilities

Supervises and manages one or more office volunteers, interns and/or Work Study students who work on specific clerical, administrative or research projects in support of the department.

Fiscal Responsibility

Works with Director and agency to forecast mid-level program revenue and expenses. Oversees analysis of mid-level revenue trends throughout the year to assess results, and interprets data to recommend and implement appropriate changes to targets or adjustments in strategies.

Extent of Public Contact

This position has extensive public contact as the face of the MSF-USA Partner program. Daily contact with donors comprises a large part of this position.

Qualifications

- Minimum 3-5 years directly relevant experience in soup-to-nuts responsibility for a fundraising program, plus BA, or equivalent combination of education and experience
- Exceptionably personable, with proven skills at building and maintaining supporter relationships
- Demonstrated ability to develop successful strategies for donor recruitment and retention
- Demonstrated ability to produce program and project documentation, such as strategy documents, creative briefs, project plans, wrap-up reports, KPI reports
- Familiarity with complex data segmentation for large fundraising programs
- Demonstrated ability to develop and drive the implementation of cross-channel marketing plans
- Excellent computer skills including proficiency using MS Office and extensive knowledge of Excel
- Strong written and oral communication skills
- Organized, detail-oriented, creative with problem-solving skills and strong analytical skills, who is comfortable working in a high energy, fast paced environment
- Ability to deal calmly with pressure and deadlines and to communicate with diplomacy in all scenarios
- Collaborative team player able to work effectively in cross-functional teams
- Ability to work independently, move projects from conceptual stages to launch, and handle multiple and often competing deadlines
- Familiarity with ROI or other donor database a plus
- Strong understanding of the mission and messaging of Doctors Without Borders

How to Apply

To apply, send letter of interest/cover letter and resume to:

employment.msfusa@newyork.msf.org, ATTN: **Mid-Level Giving Manager** before **April 30th, 2017**. **Any applications submitted without letter of interest/cover letter will not be considered.**

Salary - Low to High 70s (USD). Comprehensive benefits provided. Generous paid time off. A friendly, supportive environment with growth potential.

No calls please.