Helen KellerIntl
Job Announcement

Direct Response Fundraising Manager
(NYC metro area preferred; other locations may be considered.)

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition and clear vision, we help millions of people create lasting change in their own lives. Working in more than 20 countries – across Africa, Asia, Europe and the United States – and together with a global community of supporters, we are ensuring every person has the opportunity – as Helen did – to reach their true potential.

Helen Keller is seeking a Direct Response Fundraising Manager to help our entrepreneurial External Relations department raise highly flexible unrestricted funds to support the organization’s programs around the world. As part of the Core Donor Communities unit, the Manager will plan, develop, and execute key efforts to solicit, cultivate, and steward individual donors giving up to $5,000 annually.

The Manager is a newly developed position on the team and is particularly relevant for candidates who have a background in direct mail marketing, email marketing, building a direct response portfolio in a nonprofit or commercial environment, and wish to advance their experience by engaging philanthropic individuals more deeply.

Scope of the Position

Reporting to the Director, Core Donor Communities, the Manager will spearhead efforts focused on one or more segments within the Core Donor portfolio. By interacting with donors in those segments (to determine their behaviors, preferences and desire for impact), the Manager will contribute to developing the effective outreach needed to convey Helen Keller’s value proposition, to be good stewards of donors’ continued philanthropy, and to inspire them to increase their giving.

The Manager will also be responsible for sustaining fruitful relationships with key vendors and overseeing day-to-day flow in the development and production of a large set of engagements that serve the full Core Donor Communities portfolio throughout the year (via direct mail, email, and website).

Responsibilities

- Develop Strategies:
  - Partner with the Director to build and refine strategies for Core-level donor and prospect cultivation and fundraising campaigns; identify and monitor metrics that effectively gauge progress toward goals.
  - Serve as deputy lead in the development of department-wide, multi-channel fundraising campaigns that touch donors (and prospects) at all giving levels.
  - Maintain and apply thorough knowledge of industry trends in donor-centric fundraising strategies.
Execute Strategies:
- Engage and inspire giving among donors in at least one segment within the larger Core Donor Communities portfolio; develop the portfolio(s) in alignment with the departments’ strategic goals of retaining and upgrading donors’ giving.
- Monitor and refine the intersection of distinct Core-level campaign efforts with departmental efforts targeting other constituent portfolios (e.g., major donors, non-donor subscribers).
- Spearhead Core-level campaign follow-up, including developing and/or compiling performance reports; scheduling and leading internal campaign debriefings; and surfaced department feedback to incorporate into future plans.

Manage Partner and Staff Relationships:
- Serve as primary contact for key external vendors, as well as internal partners, to sustain the day-to-day execution of 14 to 16 Core-level mail and email campaigns per year; monitor all stages of production and trouble-shoot.
- Oversee internal schedules for producing campaign deliverables (mail plans, data queries, written copy, images, etc., for multiple platforms) that maintain alignment with vendor schedules and department calendars.
- Ensure completion of procurement processes needed to hire vendors that serve the Core Donor Communities unit.
- Mentor, supervise, and evaluate the Direct Response Officer as s/he contributes to achieving the strategic goals of the unit and the department as a whole.
- Foster an atmosphere of professional growth and development by providing ongoing feedback to staff in a context of mutual respect that ensures accountability to beneficiaries, partners, colleagues, and donors.

Develop Content:
- In partnership with Marketing and Communications colleagues and external vendors, help to develop well-branded communications that cultivate, solicit and steward Core-level donors and prospects.
- Draft donor-facing copy as needed (e.g., donation forms, acknowledgment letters, components of appeals and cultivations); review, revise, and proofread vendor-generated copy.
- Liaise with key Program and External Relations colleagues to implement and refine a pipeline that provides the most effective content (stories, photos, videos, etc.) for use in conveying the positive impact of Core donors’ support.

Manage additional projects as assigned.

Qualifications
- College degree in a related field, plus 6-8 years’ professional experience in direct response marketing, or an equivalent combination of education and experience.
- Experience in building a donor or customer portfolio a plus.
- Experience managing vendor relationships; facility with the production of direct mail and email communications highly desired.
- Track record of working as a team player among colleagues and external partners; experience managing direct reports preferred.
- Ability to work independently, moving multiple, complex projects through all stages, often amid competing deadlines.
- Exceptional organizational skills that show a talent for, and appreciation of, project planning, scheduling, and adherence to timelines.
- Solid writing, editing and proofreading skills, including experience in developing messaging for a diverse constituency of individuals across several outreach media (direct mail, email, donation platforms, etc.).
• Excellent verbal communication skills, including diplomacy, patience and flexibility in managing diverse external and internal relationships.
• Demonstrable respect for all persons, regardless of religion, ethnicity, class or gender with a high comfort level working in a diverse environment with a commitment to high professional, ethical standards.
• High proficiency in Microsoft Office 365, experience with project management software (e.g., Basecamp, Asana), and facility with CRM software (Blackbaud’s Raiser’s Edge preferred).
• Passion for Helen Keller Intl’s mission and institutional goals; knowledge of international development and global public health a plus.
• Helen Keller Intl requires all staff who work in our offices and/or who provide services to beneficiaries of our US programs to be fully vaccinated against COVID-19, whether or not they have had COVID.
• For the time being, Helen Keller also requires all staff to wear masks while providing program services and when in any open or public space in the office and to observe social distancing.

To Apply: Qualified candidates should submit a cover letter and resume to hki.recruitment@hki.org. Applications will be accepted until the position is filled.

In the spirit of our founder and namesake, Helen Keller is dedicated to building an inclusive workforce where diversity in all its forms is fully valued.

We are an Equal Opportunity Employer where all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, genetic information, disability, or protected veteran status.

We are committed to providing reasonable accommodation to individuals with disabilities. If you are a qualified individual with a disability and need to request an accommodation during the application or interview process, please contact us at the email above or call: +1 646-356-1789.