

Role Profile

Overview	
Role	Donor Engagement Coordinator
Main Purpose	To develop relationships with donors to build long term loyalty, foster supporter satisfaction and retention through the use of the CRM system and effective administration.
Department	US Partnerships Department
Location	US Office, Nashville
Reporting To	Executive Director of Strategic Partnerships
Main Duties	
Supporter Relations	
<ul style="list-style-type: none">• Provide support to our strategic partnerships program as directed by the Executive Director of Strategic Partnerships• Manage CRM system & ensure constituent information and donations are accurately recorded to agreed timescales (assist with implementation & training for new CRM system)• Handle incoming enquiries from supporters by phone and email and respond in a timely and professional manner• Processing supporter thank-you letters and end-of-year tax letters• Ensure communications are properly targeted and issued through careful and accurate segmentation of constituents on the database• Ensure that all lapsed givers are contacted to find a solution to retaining them as a supporter and/or gain feedback to develop future retention campaigns• Assist with our annual fundraising campaigns working alongside the Communications team to ensure maximum engagement from supporters and accurate recording on the CRM• Manage and disseminate speaker requests and assist with travel planning and payments• Assist with the management of volunteers involved in this area of our work	
General	
<ul style="list-style-type: none">• Answer incoming telephone calls & ensure all voicemails are appropriately handled• Process all incoming and outgoing mail according to agreed standards• Process all incoming email enquiries• Ensure all necessary banking is carried out to agreed schedule• Process payments as necessary• Welcome visitors to the office and oversee hospitality• Perform any other reasonable duties as directed by line manager	

Key Result Areas

- Improve donor retention rates through effective communication and develop a successful, replicable strategy for contacting lapsed givers
- Increase supporter engagement with events and campaigns by strengthening relationships with existing and new supporters
- Successfully analyze our events and campaigns and provide data to shape and improve initiatives for the future
- Ensure smooth running of office administrative systems generally

Soft Skills

- Organized
- Ability to multi-task and work independently
- Creative problem solving
- Relationship management
- Negotiation & conflict resolution
- Communication skills
- Enthusiastic and self-motivated

Technical Skills

- Administration
- Data analysis
- Software proficiency for Microsoft Office
- Valid driver's license

Experience & Education

- Educated to Bachelor's degree level
- 5 years' experience in a similar role
- Social media experience (Facebook, Twitter, Instagram and LinkedIn)