



Friends of UNFPA: Director of Digital Fundraising & Engagement

Friends of UNFPA (FOU), established in 1998 and headquartered in New York City, is the US non-profit working with UNFPA, the lead United Nations agency for reproductive health and rights for all.

We want a world where women become pregnant only when they want to. A world where giving birth is safe for every mother and child. And a world where women and girls live free from harmful practices and violence. By supporting and empowering women and girls, we will be creating a world that is better for everyone. We won't stop until this becomes reality, no matter what.

We use our voice passionately to bring women and girls across the world access to family planning and reproductive health care, and to keep them safe from violence and harmful practices. We champion the rights of women and girls to make their own decisions about what is best for their lives and futures. And we help ensure their real-life experiences and views are heard and respected. We are a catalyst for profound positive change among women, their families, and their communities. To achieve this, we focus relentlessly on inspiring people to support UNFPA's vital and impactful work.

Under new leadership, FOU has developed an ambitious new strategy; aimed at raising \$100m for UNFPA's vital work by 2030. Working in close partnership with UNFPA we have exciting plans to grow and build sustainable fundraising programs. As part of that effort, we are seeking to grow our team.

POSITION SUMMARY: Director of Digital Fundraising & Engagement

The Director of Digital and Engagement (Director) will be responsible for developing and executing the strategy to raise revenue from individuals giving below \$2,000 per annum through direct marketing, including digital, direct mail, telemarketing, lead generation and emergency fundraising. The Director will be responsible for all donor recruitment, retention and engagement activities to generate supporters and both monthly and one-time donors with a focus on strong donor loyalty and lifetime value. S/he will also be responsible for overseeing FOU's digital platforms.

Reporting to the CEO and as part of the Senior Management Team at Friends of UNFPA, the Director will work in close coordination with the Development and Operations teams to develop and achieve overall organizational objectives.

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KEY AREAS OF RESPONSIBILITIES:

- Develop overall strategic direction, objectives and budget for the digital fundraising and communications program.
- Manage the Annual Planning and Budget process, including developing an integrated fundraising and communications calendar, and achieve strategic objective and revenue targets.
- Develop and implement a fundraising and communications program that delivers strong donor loyalty and builds donor lifetime value.
- Increase both monthly and one-time donations from individuals using various online and offline channels including direct mail, telemarketing, digital fundraising, lead generation and emergency fundraising.
- Grow our supporter base through specific lead generation activities/campaigns and convert them to donors
- Identify and develop new opportunities, in both donor acquisition and donor development. Recommend new channels and tactics to test.
- Develop and implement campaigns that achieve fundraising and awareness goals and lead fundraising activities during emergencies.
- Manage Donor Development and Retention Officer to develop and implement strong donor journeys for each donor segment, using a multi-channel approach to improve overall retention and donation value of donors
- Manage Communications Officer to develop strong content to engage and retain donors and ensure brand consistency and messaging
- Manage Social Media and Website Associate to enhance FOU's image, brand, positioning and wider public engagement through our social media platforms, website, and peer-to-peer platform.
- Work closely with the Development team to ensure an overall strategically coordinated approach to fundraising and develop tactics to move donors to the middle level donor and major donor programs.
- Work closely with the Database Manager to produce ongoing analysis and monitor campaign results to inform future direct marketing activity.
- Complete quarterly reports including reforecasts and progress reports as required.
- Develop and monitor all key performance indicators and analysis to support and inform the strategy and its implementation.
- Manage and lead the digital fundraising and engagement team, providing vision and strategic direction.
- Set goals for individual team members and support and monitor their progress against set goals. Provide training and development for team members.
- Manage all RFP processes and oversee the appointment of suppliers to support fundraising. Manage and oversee all contracts with suppliers for the fundraising program.
- Liaise with Operations unit to ensure administrative procedures are followed.

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- Participate in FOU Board meetings and key meetings with UNFPA.
- Complete other projects as required.

EXPERIENCE & QUALIFICATIONS:

- Minimum of 5 years digital marketing leadership experience preferably in non-profit organization
- Knowledge and experience of donor acquisition channels, donor retention and donor development methods
- Strong experience with digital fundraising (overseeing paid media and email program) is essential as this is our largest channel of investment
- Experience with mid-level giving and monthly giving
- Experience implementing cohesive, innovative, aggressive and integrated direct response strategies that have resulted in measurable and significant growth in net revenue and donor base
- Experience with developing Annual Plans/Budget and with fundraising reports, analysis and KPIs.
- Experience with fundraising-related databases and software
- Excellent donor and vendor communications and relationship management skills
- University degree in Marketing, International Relations, Political/Social Sciences or related field
- Excellent leadership skills
- Excellent English language (written, oral and comprehension)

LOCATION, SALARY & BENEFITS:

- Location: Hybrid (Remote but within the U.S.; travel to NYC as needed)
- Salary: Commensurate with candidate's level of experience, skills, education, and training; adjustment subject to geographic region.
- Benefits: Friends of UNFPA offers health, dental, and vision insurance, paid vacation and sick leave, and a retirement plan.

HOW TO APPLY:

Eligible candidates must submit a cover letter and resume by **August 21, 2022**, to Friends of UNFPA at jobs@friendsofunfpa.org. Please reference "Director of Digital Fundraising and Engagement" in the subject header.

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