

**Terms of Reference for  
 Fundraising Associate Individual Giving  
 (Temporary Appointment)**

<b>Post Title;</b>	<b>Fundraising Associate Individual Giving</b>
<b>Duty Station:</b>	<b>Manila</b>
<b>Level:</b>	<b>GS 6</b>
<b>Duration :</b>	<b>364 Days</b>
<b>Funding:</b>	<b>(Local Proceeds)</b>
<b>Supervision:</b>	<b>Fund Raising Officer, NO2</b>
	<b>Dennis Cruz, Fundraising Officer NO2</b>
<b>Funding:</b>	<b>WBS: 3420/a0/06/777/001/001</b>
<b>GRANT:</b>	<b>Sp180034</b>

**Purpose of Assignment:**

Under the supervision of the Individual Fundraising Officer NO2, the principal function of this post is to assist in individual giving campaigns and activities, with a focus on supporting business intelligence [primary] and retention activities [secondary] while the Fundraising Officers for these focus areas act as Project Manager and alternate for the Supporter Experience Strategy (SES) Implementation in Philippine Country Office (PCO). The post is responsible for the timely execution and achievement of identified results and tactical KPIs for assigned focus areas.

**MAIN TASKS AND RESPONSIBILITIES:**

Business Intelligence, Campaign Evaluation and Knowledge Management duties: [ 55% of the time]

- Under the direct supervision of the Fundraising Officer for Business Intelligence, perform the following tasks:
  - Coordinate research activities with market research agency and/or research and organize PESTLE and competitor/industry information that may have an impact on fundraising
  - Coordinate collection of campaign/donor data with data team, assist in analyzing results and report or publish findings/insights to relevant team members
  - Update and maintain secure repository of data and reports (CloudShare and Sharepoint)
  - Assist in crafting and finalizing PCO Data Strategy and coordinate related activities
  - Assist in ensuring data hygiene by monitoring data encoding, coordinating necessary changes and organizing regular data hygiene meetings
  - Participate in and provide relevant information and insights for campaign planning and review

Cash / Value Maximization duties: [40+% of the time]

- Under the direct supervision of the Fundraising Officers for Acquisition and Retention, perform the following tasks:
  - Provide tactical and day-to-day operational support to cash acquisition and cash retention programs across various channels, including merchandise-related value maximization campaigns.
    - a. Support the preparation and launch of fundraising appeals to various donor segments—from donor journey mapping and content creation with the Individual Fundraising team, to coordination with agency partners for campaign execution and logistics, and with donor care team for list segmentation, extraction, and deduplication.
    - b. Assist in logistics and content preparation for briefings and/or trainings to relevant agencies for any acquisition and retention campaigns, emergencies or special events
    - c. Research and compile quantitative and qualitative data to facilitate the preparation of reports and other fundraising materials in support of campaign objectives and KPIs
  
  - Assists in the development of communication channels to reach donors for optimization
    - a. Ensure existing communication channels with donors are being optimized for cash/value maximization campaigns and are used appropriately within certain donor journey touchpoints.
    - b. Test new channels, proposals and formats to help create an omni-channel experience for donors
    - c. Works with external vendors involved in testing and implementation

Other miscellaneous tasks related to Individual Giving: [less than 5% of the time]

- Assist in providing quality customer service and customer support such as entertaining donor inquiries, requests and/or complaints via mail, email, phone, social media, etc, when needed.
- Provide necessary support for other ongoing campaigns and other related tasks as may be assigned from time to time.
- Support emergency fundraising activities as directed by the Individual Giving Officer NOB.
- Propose improvements and new initiatives to enhance the success of all individual fundraising campaigns and implement as instructed.

**Expected Deliverables within 364 days:**

Actively supports the efficient and effective implementation of business intelligence and individual fundraising campaigns. That will enable the PCO fundraising team to continue to grow in revenue and donor count ensuring that the PCO fundraising team meets fundraising targets and recruit/maintain the target number of donors. Fundraising success from the local market will make a significant impact on funding for the country program and help build the global fund.

**Knowledge / Expertise / Skills Required:**

Education

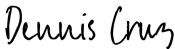


Completion of secondary education required. Professional and/or university courses related to the field of work are highly desirable – communication research, fundraising, non-profit resource mobilization, marketing, business, statistics

Work Experience

- A minimum of three (3) years of progressive professional experience in the following areas of fundraising / non-profit resource mobilization, donor database management, communication research / statistics, marketing, account management, brand management, business development or other related fields.
- Experience working in non-profit fundraising or communication/marketing research an asset.

Language & Skills

- Fluency in English (written and verbal) is required.
- Advanced Excel and PowerPoint skills required.
- Skills in Power BI, Google Data Studio, Sharepoint would be considered an asset.

Prepared by:	Certified by:	Approved by:
 <b>Dennis Cruz</b> Fund Raising Officer	 J.C.S <b>Susanna Snyman</b> Chief, PFP	 <b>Oyunsaikhan Dendevnorov</b> Representative