



## **JOB DESCRIPTION**

**Job title: Manager – Donor Service and Retention; Location - New Delhi**

Manager- Donor Service and Retention is a key post within the fundraising team. The post holder will be responsible for delivering a strategy that inspires supporters and drives loyalty. The role has a keen focus on delivering supporter journeys that both delight donors and maximise lifetime value.

### **The key responsibilities are:**

- Ensure that donor delight and engagement are at the forefront of everything that we do from the first interaction onwards with the donor, by working closely with the Donor Acquisition Manager to deliver a robust welcome and recognition plan.
- Develop supporter journeys that build the donor's understanding of our work and inspire them to remain loyal and increase their value.
- Develop, monitor and manage the Individual Giving Retention budget in line with objectives and reporting to the Individual Fundraising Head on income and expenditure and highlight variances in a timely manner.
- Manage the tele fundraising program which focuses on increasing contribution of existing donors and also renewing contribution from lapsed donors.
- Provide insights from a retention perspective to the acquisition teams, to help improve the quality of sign-ups.
- Produce regular reports, draw conclusions and make recommendations to improve future activity and feed into longer term strategic plans.
- Communications planning and implementation across a range of channels.
- Build a solid understanding of our donors using data and research to build insight, define different segments and tailor communications accordingly.
- Monitor monthly income and expenditure across the Retention programme, making sure information is accurate and reconciled where necessary.
- Oversee the donor service function and design appropriate matrix for core activities such as thanking, banking donations and responding to donor enquiries.
- Benchmark the retention programme against industry benchmarks for loyalty and lifetime value.
- Working with colleagues in the fundraising communications team to ensure best practice fundraising and communications are in place and ensure these are tailored to the markets.

### **Other Duties**

- Work collaboratively with the colleagues in other departments in the organisation.
- As a senior member of Fundraising team provide strategic input to the overall fundraising plan.
- Keep up to date with sector trends and market developments.



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- Manage relevant documentation and approvals for the function.

### **Desired Qualification, Skills and Experience**

- Graduate with Post Graduate qualification in management is desirable.
- Minimum of 5 - 7 years' relevant fundraising experience.
- Proven experience of planning, implementing and evaluating successful retention programmes with a track record of hitting targets.
- Should have the analytical skills and experience to understand complex data and propose actionable objectives.
- Experience of preparing annual plans with budgets.
- Skill and experience to understand donor/supporter behavior using relevant tools and system
- Capable of drawing inferences and visualize the big picture based on data analysis.
- Computer literacy is essential as the role requires data generation and analysis
- Inclination towards donor relationship management.
- Proven track record on delivering engaging communication.
- Proven people's manager, with strong skills in growing and developing successful fundraising teams.

### **About Breakthrough:**

Breakthrough was founded in 1999 with the mission of using arts and culture to bring human rights issues -- especially violence and discrimination against marginalized groups -- into mainstream conversation and inspire critical masses of people to take action for change. Its first project was Mann ke Manjeeré (An Album of Women's Dreams), an award-winning music album and video compilation that stirred unprecedented discussion across India about women's rights and brought the problem of domestic violence out from behind closed doors. Today, Breakthrough works to activate the critical mass of people who will deliver the culture change needed to make violence against women and girls unacceptable worldwide.

Over the years Breakthrough is working on preventing Violence against Women & Girls, Breakthrough has a deep understanding of the interlinkages between its various manifestations. Breakthrough has made innovative use of media, arts and technology including digital and mobiles to usher in social change to end violence against women and promote a culture of human rights. Strategic partnership with the Ministry of Women and Child Development for dissemination of our media and IEC products which ensures that the messaging reaches large numbers as can be seen by the Bell Bajao campaign that reached 130 million in Phase I and 110 million in Phase II. The support was received pro-bono and is estimated to be worth INR 150 million. The Ministry has adopted Breakthrough's MissionHazaar campaign on preventing sex selection under its flagship "Beti Bachao, Beti Padhao" campaign and is disseminating the TV spots, curriculum and communication guide in 12 Indian languages.



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Breakthrough is an equal opportunity employer. We consider applicants for all positions without regard to race, color, caste, religion, creed, gender, national origin, age, disability, economic status, marital status, veteran status, sexual orientation, or any other legally protected status. Our policies and procedures reflect our commitment to child rights and child protection.

To know more about Breakthrough, please visit – [www.inbreakthrough.org](http://www.inbreakthrough.org)

**The candidate should have the ability to work in an informal atmosphere. Eligible candidates interested in this position may submit a resume accompanied by a cover letter, giving reasons in support of the suitability for the position, by email to [akanksha@breakthrough.tv](mailto:akanksha@breakthrough.tv)**