

ROLE PROFILE: GLOBAL DONOR DEVELOPMENT LEAD

Position Title: Global Donor Development Lead (699033700)

Team	Fundraising Hub	Grade	P5
Reports To (Title)	International Head of Individual Giving	Contract Length	Permanent
Location	Any	Time-zone	Central (GMT + / - 3)
Languages	Any	Headcount	1

Team and Job Purpose**Team purpose**

Grow private fundraising globally focusing on individual giving and unrestricted income. Develop a strong and healthy global market portfolio by working with members, providing strategic member support on priority areas and fostering a vibrant fundraising community. Provide global leadership and coordination for our humanitarian fundraising strategies and campaigns. Ensure the collection and reporting of global fundraising/marketing KPIs, co-ordinate international benchmarking initiatives and provide strategic fundraising analysis and actionable insights to the membership.

Role purpose

This role's purpose is to drive our ambitious plans in supporter retention and development across the Save the Children movement to increase long-term unrestricted income. The International Donor Retention & Development Lead will:

- Lead on developing a strong network across Members to drive significant growth in sustainable unrestricted income through improvements and optimisation in donor retention & development programs across all channels, with a particular focus on regular giving and increasing conversion and second gifts from new SG donors.
- Be responsible for identifying critical insights and using them to influence/collaborate with Members to maximise opportunities to increase Donor LTV.
- Create collaborative ways of working and initiatives with the GFH and Members to ensure that effective retention & development strategies are developed, embedded and integrated across audiences and channels.
- Play a critical role in our humanitarian fundraising work, specifically contributing to the Individual Giving and Humanitarian cluster working groups to develop conversion and second gift strategies for this donor cohort.
- Develop a global mid-value strategy and work closely with members to ensure they are implementing these programs to drive donor revenue and value.

Principal Accountabilities

- **Direct Member/Market Support:** Support new and existing fundraising markets in line with the strategic priorities, work closely with senior staff in the GFH at SCI and in key Members. Provide strategic leadership and hands-on support to priority members, ensuring effective implementation of retention & development strategies across different channels, audiences and markets.
- **Strategy & Planning:** Support developing and implementing holistic donor retention & development strategies to retain and maximise the value from supporters to Save the Children with a priority on driving unrestricted income. This includes identifying roadblocks/barriers and ways to overcome them to develop successful donor retention and development programs.
- Ensure focus on the rigorous implementation of the "brilliant basics" while allowing time for innovative future-proofing initiatives.
- **Skill Sharing:** Accountable for creating effective links and greater dialogue between retention and development fundraising stakeholders, promote best practice fundraising among all SC members and lead e retention and development skill-sharing initiatives across the Fundraising Directors

group and wider global Fundraising community.

- Knowledge Management: Provide a central point for knowledge management and sharing to improve the expertise and quality of retention and development fundraising across Save the Children.
- Work with the Market Intelligence team to monitor and evaluate the effectiveness of retention & development activities and to highlight progress, challenges, and opportunities for improvement. External focus: Ensure that Save the Children is staying abreast of retention and development initiatives.

Budget

No direct budget accountability

Size of Remit

Global

Travel Requirements

International travel required: Yes

Percentage of required for travel: Up to 20%

People Management Responsibility (direct/indirect reports)

Number of people managed in total: 0

Manager of a team: No

Team Manager (manager of multiple teams): No

Key Relationships

Internal (excluding direct team and manager)

GFH (Head of Market Development, Humanitarian Private FR Senior Lead, Head of Market Intelligence, IG Specialists), Digital Team (FR and beyond), Head of Brand & Content, GGCU, Global Integrated Planning & Campaigns, FRDs and Head of IG and Digital at members etc

External

Agencies, consultants, freelancers, NGO peers

Competencies

Cluster: Leading

Competency: Leading and Inspiring Others

Level: Leading Edge

Behavioural Indicator: Inspires people to reach the highest standards of performance and to feel a sense of pride in belonging to the organisation.

Cluster: Leading

Competency: Delivering Results

Level: Leading Edge

Behavioural Indicator: Builds a culture of quality and focuses on ongoing performance improvement.

Cluster: Thinking

Competency: Innovating and Adapting

Level: Leading Edge

Behavioural Indicator: Promotes a culture and work environment where new ideas take risks and learns from failures.

Cluster: Thinking

Competency: Problem Solving and Decision Making

Level: Leading Edge

Behavioural Indicator: Identifies and addresses root causes of long-term problems facing the organisation.

Cluster: Engaging

Competency: Working Effectively with Others

Level: Leading Edge

Behavioural Indicator: Builds an organisation which reflects the communities in which we work.

Cluster: Engaging

Competency: Communicating with Impact

Level: Leading Edge

Behavioural Indicator: Delivers influential advice and briefings to internal and external audiences to build the call for action.

Experience and Skills

Essential

1. Experience in leading on the development of strategies for effective donor retention & development and value maximization in complex international organisations with multiple stakeholders
2. Excellent skills across mail, telephone / telemarketing and digital essential, including supplier and account management, execution and analysis.
3. Experience of representing an international team and organisation to senior staff at national/international levels to influence their fundraising programmes and priorities.
4. Substantial proven experience influencing supporter retention and development activities with a demonstrable record of success in reducing attrition and growing value. Experience in doing this in multiple markets is an advantage.
5. Ability to analyse complex sets of data for multiple channels and markets to identify actionable insights.
6. Demonstrable understanding or experience of working within a team with knowledge management and skill sharing responsibilities equivalent in scale and focus to this role in multiple countries including more mature as well as start-ups in emerging markets.
7. Capacity to build and maintain excellent relations and to work effectively in a multicultural and multi-ethnic environment respecting diversity.
8. Strong personal organisational and self-management skills with an ability to lead and work in teams and motivate others.
9. Ability to articulate the work of Save the Children with passion.
10. Excellent communications skills in English, both written and verbal. Additional language skills in one or more of the working languages of our members would be an asset.

Desirable

Education and Qualifications

Essential

Education: University degree and relevant professional qualification or experience in Fundraising, Marketing, Non-Profit Management, or equivalent.

Desirable

Chartered Institute of Marketing (CIM), Institute of Fundraising (IoF) or Institute of Direct Marketing (IDM) qualifications or overseas equivalent would be an advantage

Safeguarding

We need to keep children and adults safe so our selection process includes rigorous background checks and reflects our commitment to the protection of children and adults from abuse.

Level 1: A basic criminal record background (DBS) check is required/equivalent police record check.

Diversity, Equity and Inclusion and Equal Opportunities

Diversity, Equity and Inclusion is core to our vision, values and global strategy. Save the Children is committed to creating a truly diverse, equitable and inclusive organisation, and one which will support us in our vision to ensure every child attains the right to survival, protection, development, and participation.

We are committed to equal employment opportunities, regardless of gender, sexual orientation, race, colour, ethnic origin, nationality, disability, marital or civil partnership status, gender reassignment, pregnancy and maternity, caring or parental responsibilities, age, or beliefs and religion. We are committed to diversifying our staff to better represent the communities we serve and actively welcome underrepresented groups to apply.

Reasonable adjustments will be made should any candidate invited to interview require this.