

Position:	Supporter Development Manager	
Title:	NL – Supporter Development Manager	
Reports To:	NL: Country Director with dotted line to Worldwide Supporter Development Director	
Supervises/Manages:	NL: Supporter Development Team	
Location of Position:	The Netherlands	Department: Supporter Development

Overview

As the first line of interaction for supporters and the general public, the Supporter Development team is critical to IFAW's success. In addition to building relationships with IFAW's supporters, the SD team supports the charity's wider fundraising strategy through stewardship, cultivation and building long lasting partnerships with supporters.

Purpose

To provide leadership and management for the NL country office Supporter Development (SD) functions and staff in support of IFAW's global fundraising efforts. Working with the Worldwide Supporter Development Director, implement and execute a mid-level giving program for our Dutch market.

To provide timely world-class service to IFAW supporters and the public by promoting IFAW's mission and brand, applying professional best practices and stewardship to acquire, retain and further engage supporters – ultimately maximizing revenue, supporter satisfaction and long-term loyalty- with a special focus on mid-level donors. Maintain the integrity of supporter database systems; provide administrative, organizational and operational support to the Supporter Development team and Country Director.

The NL Supporter Development manager will manage a portfolio of mid-level donor relationships, providing appropriate nurturing, cultivating and stewardship as well as making funding asks.

Accountabilities / Responsibilities

Planning and Stewardship:

- Develop efficient and effective operating plans that most effectively sustain implementation of SD best practices and donor stewardship to achieve overall objectives
- Work with team and Worldwide SD Director to develop effective, measurable and practical programme of mid-level donor stewardship, and other key donor segments (such as sustainers/regular givers), in line with global SD strategy
- Manage a portfolio of mid-level donors to maximize revenue. Develop personal cultivation, stewardship and solicitation strategies. Identify donors with major gift potential within the mid-level portfolio.
- Proactively contact specific supporters in portfolio in advance of fundraising appeals to make "soft ask"
- Coordinate the execution of Mid-Level donor events, to include (but not limited to) developing materials, researching venues, developing invite lists, monitor coding and RSVPs, create guest list and name tags, work with venue on audio visual needs and menu, develop pre and post event

briefings, and help coordinate the fundraising and stewardship follow-up with attendees and invitees

- Ensure timely, effective fulfilment of personalised acknowledgment letters, thank you phone calls and other outreach efforts of the strategically designed stewardship programme
- Respond to enquiries, requests and donations received by phone, digital communications, written correspondence and in-person in a professional and timely manner
- Remain current on IFAW programmes, campaigns and activities; share appropriately as part of stewardship efforts

Management:

- Manage, mentor and motivate Supporter Development team for successful representation of IFAW through outstanding service, stewardship and fulfillment of functions
- Ensure appropriate staff training for adherence to standard operating procedures, team achievement of Supporter Development Standards of Excellence and compliance with data protection and privacy requirements
- Develop and oversee adherence to annual budget for Supporter Development function
- Manage, log, and review supporter complaints and complaint management systems

Communications with IFAW Staff and Vendors:

- Ensure fundraising and marketing communications are translated and reviewed for culturally appropriate messaging and that timely feedback is given and aligned with standards
- Direct development of scripts, standard correspondence and templates for responses to enquiries from supporters and the public
- Participate as in-country representative to ensure effective regional liaisons with response handlers, telemarketers and other vendors to develop optimum fundraising programs, resolve issues and maximize efficiencies, as requested by fundraising Directors
- Maintain an understanding of and help ensure adherence to country and regional regulations; recognize and promptly alert responsible parties to factors that may impact IFAW's success or reputation
- As a member of the global Supporter Development leadership team, contribute to development and review of procedures, best practices and stewardship efforts; participate as a supportive team member; seek advice, offer counsel, provide timely reporting and feedback
- Identify and leverage opportunities for Supporter Development to further support the objectives of other institutional efforts and initiatives

Donor Data Systems and Processing:

- Maintain in-depth knowledge of processing requirements, supporter database functionalities, procedures and protocols and direct team to accomplish the same
- Achieve timely and accurate upkeep of supporter accounts on donor database systems

Other:

- Undertake other duties and special projects as assigned

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required.

Requirements

- Managerial leadership experience
- Ability to manage a high volume donor services, correspondence, data entry and fulfilment operation achieving operational excellence with proven accuracy and attention to detail
- Excellent verbal and written communications skills
- Highly motivated, commitment to excellence and strong work ethic with focus on maintaining and respecting confidentiality
- Well organised, able to prioritise effectively and remain flexible in a changing and fast-paced environment whilst meeting established deadline
- Empathy with the cause of animal welfare and a strong commitment to promoting IFAW's mission
- Works well independently and collaboratively as team member
- Fosters sensitivity to and respect for cultural differences
- Fluent in Dutch and English
- Proficient in Windows-based applications, including Word, Excel and Outlook
- Three years in customer or donor services or relevant experience
- Domestic and International travel will be required

Desirable

- Experience in NGO sector and/or fundraising beneficial
- Experience with donor/fundraising database systems

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