

## Cancer Research Malaysia

### JOB DESCRIPTION

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JOB TITLE	: Donor Engagement Manager
LOCATION	: Cancer Research Malaysia office, Sime Darby Medical Centre
RESPONSIBLE TO	: Head of Engagement
Date	: 27 October 2020

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### SCOPE / PURPOSE OF JOB

The **Donor Engagement Manager** aims to increase the income for the organization from the individual and mid-level donors segments. This position works by identifying various effective and donation-driven channels, e.g Face To Face, Digital Marketing, Social Media, Mobile, Workplace Giving, Micro Giving, Events etc. to recruit monthly donors and one time donors. In addition, the Donor Relations Manager also ensures the donors' journeys are well executed and aims to keep the donor's retention rate a favorable level. This position will work with the Head – Development & Communications to grow the individual segment income for the organization. The KPIs for this position will be the income growth, expansion of the channel, retention rate, operation and process and initiatives. This is a new position within the department.

### RESPONSIBILITIES

1. To take leadership in expanding and growing income individual and mid-level donors sector for the organization for monthly/yearly/one time donation through effective fundraising channels.
2. To ensure donor retention rate is kept within agreed KPIs by executing the impactful donor's retention programs.
3. To lead, manage and support donor recruitment, donor management, retention operation and process.
4. To ensure donors are recruited and managed based on lawful system, e.g PDPA compliance, organization's core value, ethical and respectful manner.
5. To ensure donors' journeys, e.g recruitment, retention, upgrade, churn, communications, donor experience with DRM etc are well executed.
6. To ensure Tax Exemption Receipts, appreciation correspondence for donation for one time and monthly are delivered to donors within the time frame of donation.
7. To work with peers in the fundraising department to identify opportunity and execute plan for income growth.
8. To work closely with Finance Team on income reporting, consolidation, reconciliation to ensure donor retention rates are kept within agreed KPIs.
9. To work with Board Members, Fundraising Committee, Volunteers, Supporters and other intended groups actively to grow the income for the organization for individual and mid-level donors.

10. To take part in events, forums, exhibitions, seminars and other related industry initiatives to grow individual/mid-level donors, prospects and income opportunity.
11. To assist in planning and execution of individual/mid-level fundraising strategy, budget, review for income expansion and sustainability.
12. To lead, supervise and support the staff in the department for income growth.
13. To ensure business continually plan and succession planning are in place for individual/mid-level income unit in the organization.
14. To constantly equip oneself with industry knowledge, e.g new fundraising modus and techniques for mass market, database for donors management, retention and churn models, Customer Relationship Management (CRM) etc. for deployment.
15. To be the ambassador for the organization at all times in promoting the core values of Cancer Research Malaysia.
16. Other responsibilities include:
  - To deputize the reporting manager when appropriate
  - To represent the team in Cancer Research Malaysia when appropriate
  - To undertake other administrative tasks as required.

#### **QUALIFICATIONS AND COMPETENCIES**

1. Degree in Business Studies, Social Science, Arts or other qualifications
2. Minimum 5 years of working experience in Marketing, Business Development or related experience. Experience in fundraising is not a must but will be an advantage.
3. Have a good inter-personal skill and ability to work with people from different backgrounds.
4. Possess strong people management skill and database management skill sets/Project Management and strong presentation skill sets.
5. Highly motivated and able to keep a positive outlook and a can-do attitude at all times.
6. Good command of Bahasa Malaysia & English and able to speak Mandarin and other languages or dialects will be an advantage. Ability to write in good English is an added advantage.
7. Ability to work on weekends for events if there is a need. (Replacement Leave will be granted.)