

Donor Retention Officer

Location: [Africa] [South Africa]

Town/City: Roodeport

Category: Marketing and Resource Development

Job Type: Fixed term, Full-time

Main purpose/objectives of this role

This role presents the successful applicant with an opportunity to use their passion for donor / client care to make a significant contribution to World Vision South Africa. By proactively managing our donor cultivation and engagement plan, we aim to significantly grow long term income for the organization.

This role will differentiate WVSA from other similar organisations by finding ways to inspire donors in a personalized, targeted way, providing the best “donor service” in the SA market through personal communication, positive reinforcement, and donor delight. S/he will surprise supporters by exceeding their expectations, and creating a unique rapport and trust that will steward and retain donors, influencing their desire to stay involved with WVSA. This emotional connection will also compel supporters to spread our message and become loyal advocates of our support for vulnerable children.

Main Responsibilities

- Must be motivated and committed to the highest degree of professionalism in all communications with WVSA donors.
- Must be dedicated to building our customers’ trust and loyalty with the organization

through donor appreciation events and other cultivation and engagement activities

- Is a subject matter expert and Problem Solver – knowledgeable about development programs and procedures, policies and processes in order to serve donors with excellence, especially when handling complex or challenging situations.
- Stewards and retains donors - Working with Communications to align outgoing retention campaigns
- Highly communicative/Relationship-BUILDER who sees each donor as an individual who has unique perspectives and needs.
- Segments and groups donors to personalize interactions with the respective groups to connect with them and make them feel appreciated – develop treatment plans for the donor segments
- Keep informed and up to date on any changes in our programs, campaigns and system processes.
- Dedicated to exceeding donor's expectations in resolving their questions or concerns. Takes escalated calls to diffuse irate donors
- Committed to saving customer sponsorships and/or monthly pledges, by appropriately offering save options that are suitable to the customer's desires and abilities.
- Actively listen to what the sponsors are saying and provide them with a win-win solution.
- High functioning team contribution and representation of donor care in relation to other departments: ensuring the flow up of information about ongoing projects and campaigns, representing concerns from donor care

- Must have the ability to look for and extend opportunities to donors about other areas they may become involved in within WV - Develops Peer-to-Peer fundraising opportunities
- To personally make a difference in retaining and building on our customer's loyalty to World Vision.
- Experts in upsell and cross- sell and handling cancellations.
- Utilize data trends and account information fully so that personalization is achieved.
- Proficient with SIMMA to ensure effective management of donor queries and handling of information.
- Conducts annual budgeting and planning processes for donor retention activities in collaboration with NRD stakeholders - Reporting on the status of the annual targets and the measures taken
- Monitors current outbound telemarketing scripts, tools and processes; identifies opportunities for improvement in processes and design
- Reviews quality of donor interactions through monitoring of internal and external engagements, tracking results to provide results on supporter feedback/issues
- Review key operational and channel metrics for the NRD team, striving to mitigate retention costs and achieve cost efficiencies - Improvement & optimization of retention processes and workflows
- Participate in cross-functional teams and, where applicable, provide input on upcoming appeals.

- Responsible for training and developing donor facing staff to create a trustworthy and high performing donor-care unit who employs sound tactics to ensure a rewarding donor experience.
- Be willing to take on reasonable, additional or different tasks when asked.

Minimum education, training and experience requirements to qualify for the position:

- College diploma or university degree in marketing / communications and or business administration disciplines
- Minimum 2 years of customer service experience, including experience preferably web/online and social media
- Track record of building long-term, productive relationships with donors
- Knowledge of the non-profit landscape and trends in the humanitarian sector with exposure to the individual and corporate giving spaces is an advantage.
- Specialized knowledge / CRM, Excel, Face to Face, phone, email, chats or social media
- Plan, manage and reconcile marketing and communications related project/campaigns
- Proven experience, especially in dealing with difficult customers / donors, managing budget
- Ability to analyse issues, identify priorities, manage projects and make decisions expeditiously.
- Strong technical skills in communication platforms, reporting, capacity to troubleshoot

operational issues that could impact service to our supporters

- Ability to work and communicate with a wide range of internal and external partners.
- Ability to work independently and effectively as part of a close-knit team – locally and internationally.
- Must have a strong working knowledge on how to post and engage on various social media platforms and other online sales/marketing channels
- Strong interpersonal, networking and presentation skills.
- Excellent written and oral communication skills
- Social media experience
- Demonstrated financial, technical, and analytical skills able to work with tight deadlines and handle multiple concurrent projects
- Commitment to continuous learning and willingness to keep abreast of new developments in the field of development.
- Passion for the mission and goal of World Vision South Africa
- High energy, positive, "can-do" attitude, innovative thinking, flexibility, team-oriented, high degree of initiative, ability to take calculated risks, measure performance and demonstrate an overall drive to build lasting fundraising success for the organisation.

