

JOB DESCRIPTION

Job Title: Manager / Senior Manager for Individual Giving and Communications
Reports To: Chief Operating Officer
Department: Development/Communications
Location: New York, NY
Job Status: Full-Time
Date Created/Revised: October 15, 2020

BACKGROUND

History: Touch Foundation was founded in 2004 to strengthen the health system in Tanzania and sub-Saharan Africa. Headquartered in New York City, Touch's largest office is in Mwanza, Tanzania, with staff also located in Dar es Salaam, Tanzania, as well as Lesotho and Europe. Touch has supported the education of over 6,000 healthcare workers and strengthened healthcare delivery through investments in systems, infrastructure, equipment, and supplies. We work with a range of local and international partners to develop high impact programs that reflect the interconnected aspects of the health system. Recently our programs have expanded beyond Tanzania to other countries in sub-Saharan Africa. We are developing solutions to ensure the effective deployment and retention of healthcare workers, improve maternal and newborn health outcomes and reduce maternal and infant mortality, and employ digital health solutions to improve healthcare delivery.

Mission and Strategy: Our mission is to save lives and relieve human suffering. We strengthen healthcare in sub-Saharan Africa, providing better access to care and improving the quality of local health systems.

Touch Foundation strengthens local health systems in sub-Saharan Africa. We apply a three-phase strategy for scaling solutions to the most pressing global health challenges. Much of our work to date has focused on designing and implementing programs in the Lake Zone of Tanzania and demonstrating impact. Successful solutions are then scaled up to a regional/national level. Ultimately, we adapt and replicate our solutions in other countries facing similar challenges to achieve broad, transformative impact.

POSITION SUMMARY

We are seeking an Individual Giving and Communications Manager (IGCM) to plan, implement and manage strategies for driving individual giving and promoting Touch's public health accomplishments and learnings through multiple communications channels. The IGCM will have 5 – 7 years of experience in fundraising and communications, with specific experience in interfacing directly with Board of Directors members, remote and in-person event planning, managing fundraising appeals, and planning and managing print, web, and social media communications projects. The IGCM will lead Touch's Individual Giving and Communications Team, and will directly manage and mentor two Senior Development Analysts, delegating substantial duties to them and facilitating their career progression at Touch. While reporting to Touch's Chief Operating Officer, the IGCM will also work directly with the Chairman of Touch's Board of Directors, who also chairs the Board's Development Committee, and leads special individual giving initiatives, such as outreach to Touch's "Chairman's List" of donors. The IGCM will sometimes also work in close coordination with Touch's Senior Development Manager for institutional giving, assisting with his work to raise funds from governments and foundations as needed. The IGCM will be based in New York City, but some remote work is a possibility. The IGCM will have a passion for fundraising and communications to help develop our work to save lives and relieve human suffering, and will enjoy working with a diverse, geographically distributed team.

RESPONSIBILITIES AND DUTIES

- Plan, implement, and manage multiple individual giving initiatives to increase our annual unrestricted revenue, build our accumulated surplus, and cultivate a committed base of recurring individual donors;
- Working directly with the Chairman of the Board of Directors (who is also the Chair of the Board's Development Committee), ideate and execute strategies for engaging members of a "Chairman's List" of individual donors;
- Plan and execute a variety of remote and (once safely feasible) in-person events, including bi-monthly digital "fireside chats", occasional symposia, and our annual Asante fundraiser, to share information about Touch's work and impact so as to cultivate interest, drive engagement, and raise funding;
- Plan and execute digital, mail, and other types of funding appeals to our supporters, including our year-end annual appeal and other targeted appeals throughout the year;
- Oversee all aspects of Touch's external communications, including maintaining our website, producing our annual report, defining our social media approach, managing the development of marketing and public relations materials, developing and implementing our overall communications strategy, and ensuring alignment on content with Touch's Program team through close collaboration with Touch's Senior Development Manager;
- Prepare for, attend, and present at meetings of the Board's Development Committee, and if necessary, meetings of the overall Touch Board;
- Serve as direct supervisor and mentor for Touch's two Sr. Development Analysts, both of whom are located in New York City, and both of whom work on multiple individual giving and communications projects;
- Coordinate with and work in close collaboration with Touch's Senior Development Manager, who is responsible for all institutional development activity to raise funds from governments, multilateral institutions, foundations, and corporations;
- Provide frequent reporting, projections, and analysis for proceeds from individual giving and the impact of different individual giving strategies;
- Track and provide analysis on the efficacy of different communications strategies, and oversee the use of Raiser's Edge for managing and tracking individual development and other activity;
- Update, or when needed, develop policies and procedures to govern all aspects of individual giving and communications work;
- Ensure compliance with all relevant laws and rules regarding all individual giving and communications activity;
- Research, select, and manage vendors associated with any aspect of individual giving or communications work;
- Remain aware of industry trends and best practices in individual development and communications, and incorporate new approaches to constantly improve our approach to these activities.

As job descriptions cannot be exhaustive, the Individual Giving and Communications Manager may be required to undertake other duties that are broadly in line with the above key duties.

QUALIFICATIONS

Knowledge, Education, Skills and Experience

- 4-8 years of relevant professional experience in non-profit development/fundraising and communications, with Bachelor's degree or higher in relevant field;
- Experience managing and mentoring staff in the field of development/fundraising and communications;
- Experience in both remote and in-person event planning and execution, with an understanding of relevant technological resources;
- Experience cultivating and managing relationships with senior level executives, Board of Directors, Boards of Trustees, or similar;
- Politically savvy with ability to navigate through matrix organization to ensure completion of projects to achieve desired outcomes;
- Solid relationship-building skills and cross-cultural sensitivity; ability to interface with internal and external constituents from a variety of backgrounds;
- Excellent attention to detail and written/verbal communication skills;
- Advanced skill in Microsoft Office including Word, Excel and PowerPoint;
- Knowledge of donor fundraising software (e.g. The Raiser's Edge) strongly preferred;
- Working knowledge/demonstrated awareness of incorporating racial/cultural/socioeconomic equity and justice into communications and individual giving;
- Experience in and/or knowledge of international development and public health a plus;
- Excellent and highly ethical judgment and discretion to represent Touch Foundation in a professional manner.

LEGAL DISCLAIMER

This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required. Management may at its discretion assign or re-assign duties and responsibilities to this job at any time. This job description does not change the at-will employment relationship existing between the organization and its employees. **Touch Foundation is an equal opportunity employer (M/F/D/V).**

To apply, please submit a Cover Letter and Resume outlining your interest in the position to jobs@touchfoundation.org. We request no calls.