

Job Position : Premium Middle Gift Relationship Specialist

PURPOSE OF POSITION

This role will support the efforts to grow, diversify, optimize and build a sustainable pipeline and funding-base for premium middle gifts. Reporting to the Middle Gifts Department Manager, the incumbent will play a supporting role in developing and implementing a strategic plan for the critical area of middle gifts department to ensure a diversified and sustainable income stream for WVFT as a new locally-funded office.

This role is responsible for achieving financial and non-financial targets by thinking and working strategically to support building of Middle Gifts pipeline through the implementation of best practices to ensure high-quality relationship management and donor journey experience. It will involve skillfully engaging in a range of 'business development' activities, including:

- Partnering closely with programmes team and relevant staff to ensure effective engagement with target donors
- Assist in all aspects of implementing premium middle gift cultivation, solicitation and stewardship plans which include donor profiling, donor events, field visits, gift recording, acknowledgements, and providing administrative support.

MAJOR RESPONSIBILITIES

Strategy, planning and accountability

- Lead the design and development of a Strategic Plan for the Middle Gifts portfolio
- Support in recording and tracking donor engagements (F2F, calls, meetings)
- Research and development of donor profile
- Development of engagement plans
- Support the establishment and operations of the philanthropy club under middle gifts department
- Contribute to the ongoing operations and overall performance of the Resource Development area in WVFT, ensuring strong internal collaboration as required with other teams

Operations & Networking

- Actively engage WVFT donors and prospects to offer opportunities to achieve impact through their philanthropic support.
- Support the development of signature initiatives/products/campaigns for middle gifts donors
- Execute engagement plans for top prospects individually and also for segmented target
- Coordinate with field operations/relevant technical leads on concept note and/or proposal development as well as monitoring and reporting of premium middle donor projects
- Participate in events and /or activities as required to progress a supporter's partnership journey (e.g. presentations, field trips etc)
- Represent WVFT at networking functions to expand WVFT's current donor networks, including relevant industry forum and meetings

Capability

- Support in training and/or coaching key WV staff on effective engagement with middle gift donors to build organizational capability in this area

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KNOWLEDGE, SKILLS AND ABILITIES

- Minimum of a Bachelor's degree in Business Administration, Marketing or related field, Masters preferred
- At least three years of experience in middle and major donor fundraising, with demonstrated success in engaging donors for fundraising in not-for-profit organizations
- Proven track record of generating significant fundraising income from individual donors
- Demonstrated relationship building and relationship management skills, including the ability to inspire supporters, and the ability to identify, initiate and sustain new relationships, work collaboratively, and promote cooperation with internal and external stakeholders
- Experience and expertise in developing relationships with major donors and crafting major donor engagement strategies to secure results
- Experience of working effectively in a not-for-profit environment
- Demonstrated ability to design and/or use donor/customer databases for analysis and reporting for a range of audiences
- A track record of demonstrating strategic thinking, initiative and creativity to achieve desired outcomes, with a growth mindset
- Deep understanding of best-practices in relationship-based fundraising, and the donor landscape in Thailand
- Exceptional and authentic networking skills
- Excellent communication skills

