

VACANCY NOTICE

REF: C22112023

POSITION	FUNDRAISING MANAGER
LOCATION	KUALA LUMPUR
INDUSTRY	NGO
TYPE	FIXED TERM

JOB SUMMARY

The Fundraising Manager would play a key role in the NGO's South East Asia's expansion in the Malaysian market, by strengthening the existing face-to-face channel and diversifying into new ones. The Fundraising Manager would be instrumental in creating a sustainable income generation model to get long-term donors and a steady growth in net incomes.

Specifically, our indicators are to:

- Lead new donor acquisition.
- Improve supporter retention and upgrade programs.
- Grow income from individual donors in Malaysia.
- Increase the visibility of the organization and our campaigns in the country.
- Consolidate existing resources, optimize efficiencies to maximize savings, and reduce wastage in total expenditures
- Develop and implement nimble monitoring and rolling forecasting tools.

This position requires the employee to have a flexible approach and the ability to adapt and work in different and challenging work and cultural environments, which may include flexible arrangements working in challenging field and frontline work environments.

Duties & Responsibilities

a) Purpose

Conceptual

- Lead new donor acquisition, existing donor retention and supporter care projects for Southeast Asia - Malaysia.
- Lead, manage, monitor and evaluate the performance of Fundraising staff in Malaysia.
- Grow income from individual donors.
- Consolidate existing resources, optimize efficiencies to maximize savings and reduce wastage in total expenditures.

Applied

- Improve supporter care, supporter retention and upgrade programs for Southeast Asia - Malaysia.
- Improve quality of donor acquisition by increasing credit card percentage and approval rates for new donors.
- Improve retention of Direct Dialogue Campaigners (DDC) staff and implement DDC training program.
- Conduct regular field visits with Face-to-Face teams and call listening session with Tele-Fundraising teams.
- Update Fundraising related policies and SOPs as and when required.

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b) Engagement

Internal

- Ensure all Fundraising team members (including contactors) are updated on SOPs.
- Prepare and submit weekly, monthly, quarterly and annual Fundraising reports.
- Represent the NGO's Southeast Asia – Malaysia's Fundraising team in regional meetings.

External

- Review and take approval for all Fundraising related content for Southeast Asia - Malaysia.
- Coordinated with Program & Engagement for content development relevant for fundraising.
- Coordinate with Fundraising agencies in close coordination with Deputy Fundraising Director.

c) Delivery

Timeliness

- Prepare Annual Plans and update basis market situation
- Achieve annual and monthly objectives, as per approved plans for In-house.
- Fundraising activities with support from Fundraising staff.

Quality

- Ensure accurate weekly, monthly, quarterly and annual reporting on KPIs to the line manager and regional teams
- Ensure Fundraising team adheres to SOPs
- Ensure quality in donor acquisition and donor retention activities, as per defined quality KPIs

JOB REQUIREMENTS

Qualification

- Bachelor's Degree OR equivalent work experience in Marketing/ Communication/ Business Administration/ Related field.

Work Experience

- 5 years' experience in fundraising, direct marketing or sales.
- 3 years' experience in leadership roles and managing teams.
- 3years'+ experience in managing complex budgets.
- Ideally have experience working for an international NGO and well versed with different fundraising channels.

Functional Skills

- Knowledge and/or experience in managing face to Face fundraising, telemarketing inhouse teams and agencies (or similar – e.g. direct sales).
- Knowledge and/or experience in regular giving fundraising.
- Knowledge and/or experience in local fundraising markets and practices.
- Knowledge and/or experience in donor retention (or similar – e.g. customer loyalty).

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- Knowledge and/or experience in fundraising reporting and analysis.
 - Knowledge and/or experience in database systems (Salesforce, Hubspot), reporting and management.
 - Excellent verbal communication and written skills (both Bahasa Melayu and English), including the ability to interpret and rewrite information.
 - Time, task and record management skills.
 - Ability to take data driven decisions.
 - Computer skills: Microsoft Office, internet and email.
 - Confident and motivated, well presented, persuasive and persistent.
 - Ability to work under pressure and work in flexible hours including some evenings and weekends.
 - Creative and innovative approach.
 - Ability to work independently without supervision.
 - Capable of interacting with wide range of people.
 - Matured and organized, with an attention to detail.
 - Planning and evaluation skills.
 - Customer service and relationship building.
 - Ability to undertake frequent metropolitan, regional and occasional overseas travel is a requirement of the position.
 - Passion and commitment to the values of the organization.

Organizational Competencies

- **Professionalism:** Knowledge and/or experience in managing conduct and emotions in a way that represents the values and realizes the objectives of the organization.
- **Teamwork and Communication:** Knowledge and/or experience in working with others and presenting information, ideas and positions in a clear manner that can easily be understood across diverse and multi-culture audiences.
- **Quality:** Knowledge and/or experience in meeting and surpassing requirements by setting high standards for the conditions of outputs.
- **Innovation and Change:** Knowledge and/or experience in reflecting creative and imaginative thinking, an openness to new ideas, and an ability to take calculated risks in order to meet organizational objectives.
- **Leadership:** Knowledge and/or experience in guiding and directing the efforts of others by presenting a clear vision, delegating responsibilities and providing constant support and feedback.
- **Strategic Thinking and Global Mindset:** Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate openness to an awareness of diversity across cultures.

Specific Work Environment

- This position requires the employee to have a flexible approach and the ability to adapt and work in different and challenging work and cultural environments, which may include flexible arrangements working in challenging field and frontline work environments.