



JOB DESCRIPTION

Position:	Donor Relations Coordinator
Team:	Communications and Fundraising Department
Status:	Full time with flexible hours
Location:	Hanoi
Last updated	November 2023

Job purpose

To provide outstanding leadership to the Donor Relations team.

Job Context

Blue Dragon Children's Foundation is on a mission to end human trafficking. We believe that every child deserves exceptional care and a chance to thrive. Blue Dragon kids are street kids, children with disabilities, and young people who have been trafficked. After rescuing children from danger and slavery, we reunite them with their family and provide all the services needed for recovery and growth while advocating for improvements to policy and law.

The Communications and Fundraising department ensures the success of Blue Dragon's work through fundraising, communications and marketing, and by maintaining our excellent reputation with donors, sponsors and the wider community.

Blue Dragon is a child-safe organisation, committed to the protection and exceptional care of children. We require all staff and volunteers to agree to and abide by our Child Protection Code of Conduct.

We offer equal employment opportunities to all qualified persons without discrimination or harassment. We will make any necessary job accommodation for persons with disabilities or special needs.

Key Objectives

- Uphold Blue Dragon's mission and values
- Provide guidance, support and leadership to team members
- Maintain and develop relationships with Blue Dragon's supporters
- Develop and implement team plans and strategies

Main responsibilities

The position responsibilities will be negotiated with the Communications and Fundraising Manager and the Fundraising Strategist, and are expected to include:

1. Provide guidance, support, and leadership to team members:

- Lead weekly team meetings to keep track of each team member's activities and progress, and address the whole team's priorities.
- Mentor and support team members in achieving their individual and team goals.
- Foster a collaborative and positive work environment that promotes accountability, creativity and innovation.
- Conduct regular performance evaluations and provide constructive feedback.
- Report to the Manager on the team's performance.

2. Maintain and develop relationships with Blue Dragon's supporters:

- Create excellent donor experiences and develop relationships with donors, sponsors, fundraisers and corporate partners.
- Ensure timely responses to emails and inquiries from donors.
- Regularly communicate with donors to update them on their impact and express gratitude.
- Proactively explore opportunities for donor engagement and solicitation.
- Participate in networking and fundraising events.
- Host visitors, including arranging engagement activities for some groups as required.
- Work with the Communications team to build content on websites and social media, and develop promotional materials for fundraising purposes.
- Effectively utilise the donor database system to maintain records of donors and analyse donors' giving preferences.

3. Grow the community of monthly donors of Blue Dragon:

- Contribute to and implement strategies to acquire new monthly donors.
- Run campaigns to recruit new monthly donors.
- Create regular updates to showcase the impact of donors' support and build the sense of community.
- Personally reach out to key donors to nurture the relationships.
- Follow up with lapsed monthly donors.
- Identify opportunities to encourage monthly donors to engage in different ways
- Analyse donor data and feedback to continually refine the monthly giving program.

4. Develop, implement, and document team plans and strategies:

- Collaborate with the Fundraising Strategist and team members to create stewardship plans and fundraising strategies with different types of donors.
- Set clear goals for the team and regularly assess progress.
- Stay informed about giving trends and best practices to enhance cultivation and fundraising efforts.
- Create and review manuals related to working and communicating with donors.

Support

The Coordinator supports members of the Donor Relations team and is closely supported by the Communications and Fundraising Manager and the Fundraising Strategist.

Selection criteria

Essential

- Demonstrated commitment to Blue Dragon's values.
- Relevant qualifications and at least 3 years experience in Fundraising, Sales, Marketing, or Communications.
- Excellent English language skills, both written and oral; including the ability to write articulately, error-free and warmly.
- Excellent interpersonal and communication skills.
- Ability to lead a team, manage the team's performance and provide guidance for team members.
- Ability to organise and complete multiple tasks with short deadlines, paying close attention to detail.
- Ability to develop and implement initiatives to improve efficiency.
- Willingness to work out of hours and on weekends when required.
- Willingness to undertake occasional travel within Vietnam.
- Commitment to child protection and safeguarding.
- Vietnamese nationality.

Desirable

- Experience in working in a non-profit environment.
- Ability to use design software and photo editing.
- Excellent public presentation skills.