

## **Helen Keller Intl Job Announcement**

### **Manager, Retention** *(New York, NY; hybrid schedule)*

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition, and clear vision, we help millions of people create lasting change in their own lives. Working in 20 countries – across Africa, Asia, Europe, and the United States – and together with a global community of supporters, we ensure every person has the opportunity – as Helen did – to reach their true potential.

The Manager of Retention is a new role for Helen Keller, building on our current successes and leading strategies to retain and engage donors at all levels. The Manager will play a central role in testing, analyzing, and strengthening donor retention strategies across multiple channels—including direct mail, email, SMS, and digital platforms—with the goal of deepening engagement, increasing donor lifetime value, and reducing attrition. The Manager will be entrepreneurial and eager to test, learn, and create new ways to engage new and current donors. The Manager will collaborate with Core Donor and Mid-level Donor teams to integrate what they are learning through traditional retention methods and with the Center for Branding and Marketing to leverage marketing capabilities and evolve messaging effectively.

### **Functional Relationships**

The Manager of Retention reports to the Vice President, Individual Giving and works closely with colleagues in direct mail, digital fundraising, content creators, donor services, and data analytics. This role also collaborates laterally across the Growth and Branding team, supporting shared goals and reinforcing the work of adjacent donor segments.

The Growth and Branding team is structured in such a way that the work of each unit supports and reinforces the work of every other unit. Regular communication and a spirit of teamwork among colleagues, both hierarchically and laterally, are essential to make this structure thrive.

### **Key Responsibilities**

#### **Retention strategy and execution**

- Develop, test, and implement multi-channel retention strategies to strengthen relationships with existing donors and improve renewal rates.
- Design and manage a comprehensive stewardship and re-engagement calendar across direct mail and digital touchpoints.
- Use A/B testing, segmentation, and behavioral insights to optimize message timing, format, and content.

- Support cross-channel donor journeys and ensure a seamless experience for donors regardless of entry point.
  - Work closely with the Manager of Core Donor Communities on the retention component of the direct mail program in partnership with internal colleagues.
  - Integrate direct mail with digital efforts to support coordinated messaging and donor engagement.
  - Work collaboratively with Center for Marketing and Branding to test creative approaches, offers, segmentation, and messaging across channels to identify scalable and cost-effective retention models.
  - Build and manage a data-informed retention communications calendar and campaign roadmap.
  - Partner with internal colleagues to execute campaigns that are aligned across offline and online channels.
  - Identify which messages are working (or not as well) and help colleagues in Marketing and Branding to learn, evolve, and shape messaging across digital channels, including paid social, SEM, and various advertising methods.

### **Data and performance analysis**

- Analyze campaign results to refine segmentation and creative for improved retention performance.
- Partner with the data and analytics team to identify retention trends, monitor donor lapse rate, renewal rate, upgrade rate, etc., and provide actionable insights.
- Benchmark the retention program against sector benchmarks and internal milestones for loyalty and lifetime value.
- Apply donor lifecycle analysis to inform strategy and prioritize high-value segments.

### **Collaboration and innovation**

- Contribute to planning and brainstorming sessions that support the evolution of a best-in-class donor retention program.
- Collaborate with marketing, creative, and content teams to ensure compelling messaging tailored to donor segments.
- Stay informed on industry benchmarks and innovations in donor retention, bringing forward new ideas for testing and optimization.

## **Qualifications**

For our team to be a great fit for you, the following qualifications should resonate with you:

- Bachelors' degree, or pertinent non-profit experience required.
- Minimum 5 years of progressive experience in individual giving fundraising, particularly at core levels (\$100-\$5,000), or equivalent combination of education and experience.
- Understanding of direct mail fundraising and marketing preferred.
- Experience in international nonprofit organizations is a plus.
- English is our primary language.
- Excellent verbal and written communication skills.
- Strong interpersonal, written, and oral English language communications skills including ability to:
  - Communicate complex information in a clear and consistent manner; and
  - Build collaborative relationships with employees from diverse backgrounds at all

levels.

- Ability to handle confidential matters with a high level of integrity and discretion.
- Collaborative, flexible and solution-oriented.
- An ability to work independently and efficiently within a fast-paced and deadline-driven environment.
- Ability and willingness to work as a team player.
- Computer literate, including Word, Excel, Outlook, Google, research tools. Proficiency in Raiser's Edge and/or other fundraising CRM software or other databases.
- Core work hours are expected to follow Eastern Standard Time (US).
- This full-time position requires at least two days per week onsite at Helen Keller's New York City location.
- Collaborative, flexible, and solution-oriented. Ability to maintain balance when under stress.

### **Compensation**

The full-time annualized midpoint of the salary range for this position is \$102,000. Helen Keller offers a comprehensive benefits package, including health coverage, paid leave, retirement savings with employer match, and professional development. Specific offerings may vary by country in accordance with local laws.

### **Fairness, Belonging and Zero Tolerance to Abuse**

As a member of the Helen Keller Family, each employee is expected to:

- Help to develop and maintain an environment that welcomes and develops a multi-cultural workforce with varied lived experiences and identities.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Helen Keller family, stakeholders in general, and particularly for the communities we serve.
- Follow Helen Keller Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values.

### **To Apply**

Qualified candidates should submit a cover letter and resume to [HKL.Recruitment@hki.org](mailto:HKL.Recruitment@hki.org) . Applications will be accepted until the position is filled.

In the spirit of the extraordinary ability and vision of our founder, Helen Keller Intl fosters an environment of fairness and belonging for our workforce.

Helen Keller Intl is an Equal Opportunity Employer. We are committed to the principles of equal employment opportunity for all employees and applicants for employment.