

Helen Keller Intl Job Announcement

Manager, Prospecting and Acquisition

New York City, New York area preferred, remote possible for strong candidates based within location where Helen Keller is a registered employer.

Guided by the remarkable legacy of our 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 Prospecting and Acquisition is a new role for Helen Keller, building on five+ years of success in attracting and retaining new donors and in creating a vibrant pipeline of major, mid-level, and core donors. The Manager will lead strategies and a team effort to prospect for and qualify major donors from within our donor base and to integrate lessons learned and techniques across multiple teams at Helen Keller. This new role will advance our efforts to welcome more major and other levels of donors to the Helen Keller family. The Manager will engage in front-line donor and prospect activities and will bring an entrepreneurial spirit to testing, learning, and influencing others as they entice new donors.

Functional Relationships

The Manager of Retention reports to the Vice President, Individual Giving, and works closely with colleagues across all fundraising areas, the Center for Marketing and Branding, and Donor Analytics and Research. This role is a doer and guides/influences others, taking direct action to acquire/prospect for donors and sharing what they learn so others can integrate those learnings into their activities and messaging.

The Growth and Branding team is structured 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.

Specific Responsibilities

Prospecting

- Adopt learnings from our current wealth screening to prioritize which donors to focus on as potential major donors. Work collaboratively with the Donor Analytics and Research team to develop, segment, and ensure strategic use of research.
- Manage a portfolio of prospects to qualify, solicit, and, when ready, to turn over to major gifts team members.
- Hire, recruit, and oversee vendor(s) and potentially staff members to make qualifying calls and undertake other qualifying activities.

Acquiring

- Serve as a convener across the team to share lessons learned regarding promising prospect personas and engagement methods. Help Major gifts, Mid-level, Core Donor, and Center for Marketing and Branding team members to learn, test, and integrate learnings across their methodologies to raise awareness and prospect for new donors.
- Use influence and relationships to shape a data-informed prospecting and acquisition calendar and campaign roadmap.
- Identify which messages are working (or not as well) and help colleagues in key team to learn, evolve, and shape messaging across channels, including mail, conversations, social, SEM, and various advertising methods.

Systems, Data and Performance Analysis

- Collaborate with Donor Analytics and Research Team to build systems and functions that support seamless transition of qualified prospects and donors to frontline fundraisers.
- Establish and meet benchmarks and learn from those not met to evolve next experiments and activities. Track performance against goals and make real-time optimizations.
- Work closely with the Donor Analytics and Research team to develop methodologies and understanding of cost per donor, and long-term value.
- Report on how new methods are working to influence the next generation of learnings.

Innovation and Collaboration

- Shape how lessons are learned across the Growth and Branding Group.
- Stay current with trends, innovations, and best practices.
- Participate in cross-departmental planning sessions to bring a donor growth perspective to broader organizational strategies.
- Foster strong working relationships with creative, digital, and donor team teams to ensure a cohesive and mission-aligned donor experience.

Other Duties

This job announcement is not designed to cover or contain a comprehensive list of activities, duties or responsibilities for the position. Duties, responsibilities and activities may change at any time with or without notice. All positions are required to perform any additional tasks assigned by the supervisor.

Qualifications

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

- Fluency with direct donor engagement through meetings and phone interactions, as well as knowledge of direct mail and telemarketing, is preferred.
- Ability to connect with donors quickly with high-paced outreach and contact.
- 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.
- Collaborative, flexible, and solution oriented. Ability to maintain balance when under stress.

Education & Experience

- Bachelor's degree, or pertinent non-profit experience required. Minimum 6-8 years of progressive experience in individual giving fundraising, particularly with major donors (\$5,000+), or equivalent combination of education and experience.
- Experience in international nonprofit organizations is a plus.
- Six-figure and greater donor management and prospecting experience preferred.

Terms/Conditions

- Core work hours are expected to follow Eastern Standard Time (US).
- This full-time position requires at least two days per week on-site at Helen Keller's if based in the New York City location.

Fairness, Belonging, and Safeguarding

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, courage, integrity, rigor, and compassion.

Compensation & Benefits

Helen Keller offers a comprehensive rewards package, including health and dental coverage, paid leave, and professional development. Specific offerings may vary by country in accordance with local laws.

The compensation for this position will be aligned with the local salary structure. The full-time annualized salary range for this position located in the United States is \$81,600 to \$122,400 with the midpoint of the salary range at 102,000.

To Apply

Qualified candidates should submit a cover letter and resume to hki.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.

***Locations where Helen Keller is a registered employer:** Bangladesh, Burkina Faso, Cambodia, Cameroon, Cote d'Ivoire, DR Congo, Guinea, Kenya, Mali, Madagascar, Mozambique, Nepal, Niger, Nigeria, Philippines, Senegal, Sierra Leone, Tanzania, and United States: California, Colorado, Connecticut, District of Columbia (DC), Florida, Georgia, Hawaii, Louisiana, Maine, Maryland, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Vermont, Virginia, Washington, and Wisconsin.