



AGA KHAN FOUNDATION

DIGITAL FUNDRAISING AND DONOR STEWARDSHIP OFFICER

## Aga Khan Foundation, USA

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# Digital Fundraising and Donor Stewardship Officer

**LOCATION:** WASHINGTON, D.C.

**REPORTS TO:** DIRECTOR, RESOURCE DEVELOPMENT AND PLANNED & LEGACY GIVING

### **ABOUT AGA KHAN FOUNDATION U.S.A. (AKF USA)**

Established in 1981, AKF USA is a private, non-denominational, non-profit international development organization committed to breaking the cycle of poverty across Africa and Asia. As a member of the Aga Khan Development Network ([www.akdn.org](http://www.akdn.org)), one of the world's largest development organizations, AKF works to empower communities and individuals, often in disadvantaged circumstances, to improve their quality of life, especially in Africa and Asia.

### **POSITION SUMMARY**

Aga Khan Foundation USA is seeking to hire a Digital Fundraising and Donor Stewardship Officer to bring an entrepreneurial and innovative approach to lead AKF USA's digital fundraising activities as well as implement stewardship programs in both resource development (RD) and planned and legacy giving (PLG). The successful candidate will develop and achieve metrics-based goals to support AKF USA's fundraising targets and stewardship objectives. This person will use largely digital methods to develop and implement programs geared towards specific donor segments to reach new audiences and increase the Foundation's base of support. Stewardship activities are geared towards retention and growth of our core annual donors and PLG donors, and well as fulfilling expectations from sponsors.

We are looking for someone who is innovative, mission driven, and can think outside of the box to make an impact on the growth of the organization. This individual must be able to drive initiative, be project-oriented, judicious in decision-making, and able to work on tight deadlines. This position reports to the Director, Resource Development and Planned and Legacy Giving, and will be



supported by other members of the Resource Development and Planned and Legacy Giving and the Strategic Communications teams.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

- Develop and execute a strategic annual digital fundraising and stewardship plans grounded in achievable SMART short and long-term goals.
- Develop and implement annual digital fundraising campaigns for recurring giving such as iHope (monthly giving), peer-to-peer fundraising, Giving Tuesday and Year-End, corporate matching gifts, using multiple digital channels.
- Steward all donors, including annual and PLG donors, through quality, multi-channel communications that reflect the work and impact of the Foundation, including developing design assets, reporting on programmatic work. In case of PLG, implement the 1967 Legacy Society recognition plan that honors donors for their legacy gifts.
- Create relevant, compelling, and high-quality digital content for email, social media channels, landing pages, donor engagement surveys, website, digital advertising, and donor welcome series to engage prospective supporters and retain and grow AKF USA's current donor base, and ensure alignment with offline communications materials.
- Assess, manage, and enhance the donor journey to improve the experience of first-time and repeat donors, from the moment they give to weeks and months following their contribution. Measure, analyze, test, and iterate on digital fundraising campaigns.
- Work collaboratively with the Communications team, Programs team, Donations Management team, and the Foundation's volunteer teams across the country to support fundraising, donor acquisition and stewardship initiatives.

### **REQUIRED QUALIFICATIONS**

- Three to five years of experience developing, executing, and analyzing digital fundraising or marketing campaigns and stewardship programs.
- Experience managing the internal and external resources required for planning and executing digital and traditional communications and campaigns.
- Experience developing custom digital content for a range of audiences.
- Experience with mail marketing and using email marketing platforms such as MailChimp, Constant Contact, etc.
- Experience with social media marketing, including content creation, ads and measurement for Facebook, Instagram, Twitter, and social media tools such as HootSuite, HeyOrca, etc.



- Excellent written and verbal communication skills in English; proven writing and editing skills, including various writing styles for fundraising, blogging, and social media.
- Excellent project management skills with an ability to balance multiple projects and prioritize demands; proven ability to meet deadlines.
- Strategically minded and ready to take initiative; adaptable, flexible, with strong interpersonal skills capable of working both independently and collaboratively across teams.
- Adept at cross-cultural communication, and comfort in culturally diverse environments.
- Working knowledge of WordPress, HTML, CSS, Microsoft Excel, or EveryAction a plus.
- Candidates must be currently eligible for employment in the United States.

### **COMPENSATION PACKAGE**

- Salary range: \$63 – \$68k , based on experience and qualifications.
- Medical, dental and vision plans with 100% of the cost of the premiums for employee only covered by AKF.
- Life, AD&D, STD and LTD insurance sponsored 100% by AKF.
- Section 125 Plans / FSA.
- 401(k) with generous 8% employer contribution after one year of service.
- 15 paid vacation days plus 12 paid sick days per year.
- Up to 12 weeks of paid parental leave.
- And more...

### **APPLICATIONS**

Interested applicants, please submit a resume and cover letter together with the names and contact details of three professional references to: [humanresources.akfusa@akdn.org](mailto:humanresources.akfusa@akdn.org) subject line: **Digital Fundraising and Donor Stewardship Officer**.

Deadline for application: **March 4<sup>th</sup> 2022**

*AKF USA is committed to advancing gender equality and inclusion through our programming and operations in the USA and overseas. AKF USA employees requires all employees to review and abide by the AKF Gender Equality Policy.*

*AKF USA recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates, and the organization as a whole are kept safe from harm. AKF USA requires all employees to review and abide by the AKF Safeguarding Policy.*