

# Job announcement



## Global Senior Manager, Individual Giving

**Location:** Any of UPA's office, with remote and hybrid working considered.

**Reporting to:** Senior Director of Donor Engagement

**Annual salary:** Commensurate with experience

### **Background**

[United Palestinian Appeal](#) (UPA) seeks to alleviate the suffering of Palestinians in the West Bank, the Gaza Strip and refugee camps in Lebanon and Jordan, and to contribute to the long-term socioeconomic and cultural development of Palestinian society. UPA works in four program areas: health and wellness, community and economic development, education, outreach.

UPA is a 501(c) (3) New York-registered non-profit organization, with headquarters in Washington, DC, and works in the occupied Palestinian territories and refugee camps in Jordan and Lebanon. Established in 1978 in New York by Palestinian-American professionals, UPA was conceived as a non-political, non-sectarian organization that would help Palestinians meet their relief and development needs.

### **Purpose of Role**

Reporting to the Senior Director of Donor Engagement, the Global Senior Manager of Individual Giving will raise revenue and expand UPA's donor base when it comes to one-off donations, regular/monthly giving, digital and legacy fundraising. This position is responsible for the growth of individual giving by developing and implementing fundraising campaigns via printed and digital platforms.

### **Primary responsibilities**

**Donor Engagement and Stewardship:**

- Ensure that donors experience superior-quality interface with UPA, leading to long-term donor retention and increased resource investment in the mission of UPA.
- Development and implementation of individual giving strategies to grow revenue by cultivating and retaining new donors, with quarterly and annual goals and targets.
- Keep abreast of trends in individual giving and related regulation.
- Develop and oversee programs that grow legacy giving, planned giving, monthly giving, workplace giving and special occasion giving. Develop new programs such as equity stock donations.
- Manage the individual giving profile on website and social media. Develop diverse portfolio of digital fundraising channels.
- Monitor and support content strategy and engagement strategies, including managing a budget for each new project.
- Set strategies to manage re-engagement of lapsed donors and upgrade of existing donors through print, phone, and digital fundraising tools.

#### **Digital Fundraising:**

- Develop, implement, and improve digital fundraising campaigns to acquire, engage, cultivate, steward, and upgrade donors through all digital channels (email appeals, webpages, social media, mobile platforms, online content monetization, and other creative outlets) with a goal of maximizing long-term revenue in line with the global fundraising strategy.
- Develop and manage a rigorous Facebook ad lead generation program that includes developing creatives, establishing ad campaigns optimized for donor conversion in Facebook Business Manager, and daily monitoring and maintenance.
- Composition and construction of email, web, and other digital appeals that are inspiring for supporters and optimized for donor conversion.

#### **Data and Program Analysis:**

- Track and analyze the effectiveness of all new donor acquisition/retention campaigns and other fundraising initiatives. Interpret giving statistics, donor behavior, trends, successes, testing and outcomes, and create strategies and tactics to optimize short and long-term donor value and achieve program performance goals.
- Recommend thoughtful testing, incorporation of industry best practices, program and campaign improvements, and re-design strategies based on analysis to ensure campaign strategy and performance goals are met.
- Prepare and manage budget plans providing regular reports, performance analysis and recommendations to increase yield while controlling costs within budget.
- Provide timely and informative reports on progress being made against KPIs and overall income targets.
- Ensure donor segmentation and data are handled in line with global procedures and guidelines, including data privacy compliant fundraising in the US, in line with EU-US Privacy Shield and GDPR.

#### **Profile**

### *Experience*

- A minimum of four (4) years of demonstrated experience in fundraising, marketing, digital, and donor stewardship.
- Understanding of philanthropy as it relates to emergency, relief, and development, especially in the Middle East and Palestinian context.
- Proven ability to work and collaborate with diverse communities, people, and partners.
- Capacity to work effectively as a leader and perform strongly as part of a team.
- Self-directed, able to work independently and function effectively in a fast-paced environment.
- Event planning experience.
- Ability to challenge combined with fresh, creative thinking to apply to strategies.
- Solid understanding of analytics. Knowledge of integrated donor database systems and particularly Donor Perfect, an asset.
- Exceptional verbal and written English communication skills; proficiency in Arabic is an advantage.
- Computer software proficiency, including Microsoft Office.

### ***Qualifications***

- Bachelor's degree at a minimum. A Master's degree is preferred.

*United Palestinian Appeal is proud to be an equal opportunity employer. UPA is committed to a work environment that supports, inspires, and respects all individuals and does not discriminate on the basis of race, color, religion, gender, age, nationality, disability, marital status, sexual orientation, or military status, in any of its activities or operations.*

### **To apply for the post**

Please send a letter of application stating the skills and approach that you would bring to the post with your CV/resume (no photos) in strict confidence by email only to Isabel Leal at [isabel@daryupsall.com](mailto:isabel@daryupsall.com).

Please ensure that they are sent as pdf documents with the titles “*your name cover letter*” and “*your name CV*” Please put “*UPA Senior Manager IG*” in the email subject line. Also please let us know where you saw the post advertised.

**The deadline for application is 22<sup>nd</sup> January 2023**

*Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required, irrespective of race, gender, religion or belief, age, disability, or sexual orientation.*