



JOB DESCRIPTION

Position:	Donor Relations Officer
Team:	Communications and Fundraising
Status:	Full time with flexible hours
Location:	Hanoi
Last updated:	September 2018

Job purpose

To raise money for Blue Dragon's work by building and maintaining excellent relationships with people around the world.

Job context

Blue Dragon Children's Foundation is a grassroots charity serving children in crisis throughout Vietnam. We believe that every child deserves the best care we can offer. Blue Dragon kids are street kids, children with disabilities, and children who have been trafficked. We rescue kids from danger and slavery, reunite them with their families when we can, and provide all the services needed for recovery and growth.

The Communications and Fundraising team 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 organization, 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
- Give Blue Dragon supporters around the world an inspiring experience when they interact with us
- Take part in fundraising campaigns and appeals
- Develop and lead initiatives to raise income from donors and sponsors

Main responsibilities

The position responsibilities will be negotiated with the Manager and other members of the team, and are expected to include:

Donor engagement

- Develop and continually review strategies to attract donations from individuals
- Maintain existing relationships with individual donors and sponsors including ensuring timely responses to requests and reporting on impact
- Create excellent experiences with donors and sponsors to improve donor retention
- Develop strategies to reach out to new potential donors and sponsors
- Develop standards for communications with donors and sponsors including guidelines, foundation products, etc.
- Supply information for online content and other promotional material to encourage donations
- Improve, collect and maintain information on donors and sponsors, and donations for the donor database

Campaigns and appeals

- Provide support for annual campaigns and appeals
- Research and share information on giving trends, latest practices and information

Fundraising & Communications Team and Program Support

- Attend events in Hanoi
- Assist in hosting visitors in Hanoi, including Breakfast with the Stars
- Assist with planning and implementation of other activities as required; for example, strategic planning, events, and information distribution
- Contribute to and implement the Communications and Fundraising strategies
- Participate in team meetings by identifying needs and problems and initiating solutions and improvements

Support

The Officer supports the entire Communications and Fundraising team, and is closely supported by the Manager and the Data and Information Administrator.

Selection criteria

Essential

- Demonstrated commitment to Blue Dragon's values
- Relevant qualifications and/or experience in Public Relations, Marketing, and/or Communications
- Excellent English language skills, both written and oral; including the ability to write articulately and warmly to donors
- Ability to perform under pressure and meet fundraising targets
- Ability to work independently, set priorities and complete work accurately and timely
- Desire and proven ability to work as part of a team
- Ability to develop and implement initiatives to improve the work

Desirable

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