

## Position Profile: Development Director-Direct Marketing

### **The Fistula Foundation** *Healing Women, Restoring Dignity*

**Opportunity:** If you are a highly motivated development professional with significant direct marketing skills, the Fistula Foundation is your opportunity to play a leadership role in transforming women's lives in poor countries around the world. You will join a small, dedicated staff in addressing a "hidden epidemic" that burdens millions of women in developing countries. Your challenge will be to build on the Foundation's solid track record and help the Foundation maximize its fundraising potential.

**Organization:** Founded in 2000, the Fistula Foundation is now the largest funder for the Hamlin Fistula Hospitals in Ethiopia, the world's leading fistula treatment centers and is growing. In 2009, the Foundation expanded its mission to help eradicate fistula globally and now funds fistula treatment in nine countries, including Afghanistan, Angola, the Democratic Republic of the Congo and Kenya.

The Foundation provides grants to hospitals and doctors who are treating and preventing obstetric and traumatic fistula, injuries that without treatment leave women incontinent and socially ostracized. With surgery, the vast majority of women with the injury can be cured after one operation and returned to a state of health and dignity.

The Foundation currently raises its grant money from individuals, primarily from small donations obtained through direct mail and online. Over the last five years the Foundation has built a base of loyal donors and a solid reputation with charity watchdogs, such as four consecutive 4-star ratings from Charity Navigator. The Foundation now raises approximately \$2.5 million per year but wants to increase its annual fundraising revenue to \$3.5 million by 2013. Current plans are to expand its successful direct mail program and online presence and develop robust major gifts and special events efforts.

**Position:** The Development Director reports to and will work in close collaboration with the Executive Director at the Foundation's headquarters in Santa Clara, California. The Development Director will work closely with the Board's Development Committee and with the Foundation's Operations Director and Donor Relations Manager. Position could be defined to a ¾ FTE depending on needs of ideal candidate. Work hours are flexible. (Full benefits would apply even to ¾ time position.)

#### **Responsibilities:**

- Develop and implement a rigorous direct marketing program designed to meet ambitious yearly Foundation fundraising goals.
- In partnership with the Executive Director, craft all outgoing donor communications including: newsletters, brochures, annual report, and e-mailings.

- Provide regular rigorous reporting of results to other staff and board to track progress against goals.
- Maintain and nurture close working relationships with other Fistula Foundation staff members and with board members.
- Be an evangelist for the Foundation and its goals.
- Seek new ways to create awareness of and support for the Foundation with donors, the press, and key policy opinion leaders.

**Experience and Personal Characteristics:**

- A minimum of three to five years of successful experience in managing direct response fundraising programs is required.
- Demonstrated ability to strategically plan, coordinate, and manage numerous targeted direct mail campaigns with the goal of acquiring, retaining, and upgrading donors.
- Experience managing print-mail production for highly segmented and personalized mailing program.
- Demonstrated ability to conceptualize, write, edit and art-direct production of printed materials such as direct mail letters, newsletters, and brochures.
- Strong analytical skills and comfort with providing detailed analysis of donor database and campaign results.
- Knowledge of Raiser’s Edge, Windows, and MS Office is required.
- Experience managing email marketing programs very desirable, but not strictly required.
- Well-organized, self-starter with a genuine passion for empowering women.
- Proven ability to work well in an entrepreneurial environment and to work well as a member of a small team as required.
- Integrity, humility, optimism, sense of humor, and strong work ethic all required.
- Experience raising money for international humanitarian organizations desirable, but not required.
- Experience managing special events, such as fundraising galas, desirable, but not required.

**Compensation:** A competitive salary commensurate with experience. Benefits include; health and dental, paid vacation and retirement contribution from Foundation.

**Application process:** Please send your resume and cover letter to: [info@fistulafoundation.org](mailto:info@fistulafoundation.org). In addition, please also submit a sample one-page fundraising letter that you would send to a potential new donor of the Fistula Foundation. Questions about our hiring process can be sent to the same email address. References will be requested for the finalists in the hiring process.