

## Job Description

### **Donor Engagement Specialist**



**Position:** Donor Engagement Specialist  
**Employment status:** Employee  
**DOL status:** Full time  
**FLSA status:**  
**Location:** Remote U.S. or Canada-based  
**Department:** Global Mobilization Team  
**Reports to:** Global Partnership Advisor

## ORGANIZATION OVERVIEW

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Tostan is a West Africa based international nonprofit headquartered in Dakar, Senegal. Our vision is “Dignity for all” and our mission is to inspire and empower communities to achieve their vision for sustainable development. We contribute to creating large scale movements for the respect of human rights leading to positive social and economic transformation.

Tostan’s core values are love, communities first, learning and innovation, partnership and dialogue, passion and pride in our work, respect and humility toward others. We are currently advancing an ambitious scaling strategy in West Africa and growing our philanthropic dollars to support this strategy. For more information, please visit: Tostan [2019-2022 Strategic Engagement Plan](#) and its [Strategic Scaling](#).

## DEPARTMENT OVERVIEW

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The Global Mobilization Team (GMT) coordinates and manages Tostan’s donor relationships and communication and secures philanthropic funding and in-kind resources necessary for mission fulfillment. The GMT is in charge of expanding Tostan’s donor community by engaging partners through strategic events and connections to Tostan’s mission. The team coordinates closely with other teams at our international headquarters in Dakar.

## SUMMARY/OBJECTIVE

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The *Donor Engagement Specialist* reports directly to the Global Partnership Advisor and supports the GMT agenda to build meaningful philanthropic relationships with individuals interested in supporting and advancing Tostan’s mission. This position requires a high level of professionalism, collegiality, creativity, and a strong belief in Tostan’s mission and values.

The *Donor Engagement Specialist* will focus on development efforts including the preparation and timely submission of fundraising concepts and stewardship reports and implementing a donor stewardship strategy. This position will be involved in developing and implementing the annual fund campaign for Tostan, including attracting new donors to the organization. Communication efforts include effective marketing and communicating Tostan’s programs through traditional and social media and tailored donor stewardship.

## ESSENTIAL FUNCTIONS

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### **Donor Engagement (40%):**

- Work closely with the GMT to implement an annual fundraising plan for entry-level donors (gifts up to USD5,000)
- Draft fundraising appeals and gather related stories and statistics to build the case for support and inspire giving
- Gather and analyse data on fundraising and donor communication campaigns to inform future efforts
- In collaboration with the Communication department, develop social media messaging to attract new entry-level donors and to showcase Tostan's programs and partners
- Use available research tools and populate Salesforce with relationship management details and philanthropic data on prospects

### **Donor Relations (30%)**

- Assist with all aspects of planning and implementing donor stewardship and cultivation events, with particular emphasis on Leadership Circle and Legacy donors. Events--both in-person and virtual--include webinars, small-group gatherings, in-country visits, and volunteer activities.
- Engage new and existing donors by sharing Tostan impact stories in the form of targeted videos, reports, mailings, and other creative approaches.
- Contribute to donor meetings and event briefing documents.
- Draft news advisories announcing major partnerships and donations.
- Track activities using Salesforce.

### **Fundraising Communications (30%)**

- Draft acknowledgement letters for various donor levels, coordinate signatures and delivery.
- In collaboration with the Communication department, develop social media messaging that supports fundraising and donor acquisition plans and that is aligned and coordinated with Tostan's overall Communications Strategy.

### **Other Responsibilities**

- Work collaboratively with other members of the GMT and other Tostan teams, establishing working relationships with staff.

- Support and collaborate with team members through effective communication via email, phone and other online media, as needed.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## COMPETENCIES

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1. Technical Capacity- Must be competent with G Suite (Google), MS Office Suite (particularly Word and Excel), Desktop Publishing (Canva, InDesign, etc.), Mailchimp/Constant Contact, CRM and all other job-related softwares and systems.
2. Communication- Must possess excellent writing and editing skills; Must communicate effectively with team members via email, phone, and other online media, as needed. Must speak, write and read English and French (if applicable) at the necessary level to competently perform all job duties.
3. Time Management- Must be able to prioritize, multitask, and meet deadlines in a fast-paced environment
4. Learning Orientation- Must have a desire and willingness to continuously learn and grow professionally
5. Flexibility- Must be able and willing to “wear many hats” and adapt to changing organizational needs as the organization grows. Must be available and willing to work evening and weekend hours on occasion.
6. Ethical Conduct- Must uphold and enforce the organization’s ethical standards and comply with local, state, and federal law.
7. Collaboration- Must work well with other departments/functions. Must be able to navigate internal approval channels and include all stakeholders on applicable correspondence.
8. Commitment- Must fully support Tostan’s mission and vision.

## WORK ENVIRONMENT

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This job operates primarily in a remote home office environment. This role routinely uses standard office equipment such as computers, headsets, and phones.

## PHYSICAL DEMANDS

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The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This role is primarily sedentary but is occasionally mobile. The incumbent is occasionally required to bend, stoop, reach, lift, walk and stand; and is regularly required to talk, hear, see and speak.

## **POSITION TYPE/EXPECTED HOURS OF WORK**

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This is a full-time position, and the typical work schedule is Monday through Friday, between the hours of 8:00 a.m. to 5:00 p.m. EST with an hour lunch. Flexible work schedule options will be available based on the job-holder's ability to effectively perform all essential job functions.

## **TRAVEL**

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Occasional travel may be required (1-2/year) , possibly international.

## **REQUIRED EDUCATION AND EXPERIENCE**

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1. Minimum four-year college diploma
2. At least three years of experience in fundraising or non-profit setting
3. Experience writing fundraising copy (solicitations, acknowledgements, donor stories, etc.)
4. Strong writing, copyediting, and proofreading skills
5. Experience with and/or interest in desk -top publishing and design
6. Demonstrated ability to work in a multilingual and multicultural environment

## **PREFERRED EDUCATION AND EXPERIENCE**

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1. Familiarity with international development and/or grassroots movement-building
2. First-hand experience with West African culture
3. Prior experience with Salesforce
4. Ability to speak/write in French

## **WORK AUTHORIZATION/SECURITY CLEARANCE**

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Must be able to legally work in the U.S. or Canada without sponsorship

## **EEO STATEMENT**

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Tostan, Inc. provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Tostan, Inc. complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

## **OTHER DUTIES**

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Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

## EMPLOYMENT RELATIONSHIP

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Job descriptions are not intended as and do not create employment contracts. Tostan, Inc. maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

## TO APPLY

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To apply, please send a CV and cover letter in English via email to [hr@tostan.org](mailto:hr@tostan.org), with “*Donor Engagement Specialist*” in the subject line. We are accepting applications **until April 23rd, 2021**. Incomplete applications will not be considered. Only shortlisted candidates will be contacted.