



Job Description

Job Title:

Sponsorship Coordinator

Position requires the successful completion of an extensive criminal background check.

SUMMARY

The Sponsorship Coordinator is the primary individual responsible for the relationship development, retention and stewardship of AGCI's sponsors and monthly supporters giving less than \$1000 annually. The individual supports, plans and implements the communication, engagement strategies, and administrative tasks of AGCI's sponsorship programs. The position reports to the Campaign Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Case/Messaging/Communications

- Plans, creates and oversees annual communication strategy for all sponsorship programs
- Effectively manages the data systems for the sponsorship program.
- Ensures new sponsors receive thank you calls and sponsorship packets within a timely manner
- Responsible for keeping track of all lapsed monthly donations, ensure sponsor/donor updates payment information and retrieve missed payments.
- Refreshes the sponsorship case for support each year
- Maintains a consistent brand and messaging using the case as the source document
- Oversees preparation and production of all sponsorship packets, promotional mailings, printed pieces, and web communications, as related to sponsorship.
- Oversee direct communications between children and child sponsors.
- Has a laser focus on the thanking process as commitments are made and gifts are received
- Coordinates the production of all sponsorship and monthly supporter related marketing materials and resources for AGCI. Creates and maintains sponsorship materials in database and web systems.
- Develops and implements periodic large mail and email appeals to targeted audiences to recruit new sponsors.
- Coordinates quarterly thank you calls and notes to sponsors and monthly supporters, including making personal calls, training and managing volunteer callers, if employed.
- Manages the marketing of sponsorship and monthly supporter program (Priority 3 donors and prospects) by identifying best practices, soliciting and coordinating input on sponsorship marketing materials concepts and design, and recommending strategies.

- Contributes to AGCI's efforts to establish and maintain goodwill and high pledge fulfillment by coordinating activities that provide new sponsors and supporters with accurate and high quality welcome kits and other resources for retention as long-term partners.

Leadership

- Is a contributing member of the Advancement Steering Committee (ASC) (ASC – holds AGCI accountable for the outcomes of the annual development plan)
- Develops clear goals and supports in implementing prospect engagement strategies for staff with caseloads containing Priority 3 donor prospects.

Prospects and Strategies

- Works directly with the Campaign Director for guidance and recommendations on all aspects of the sponsorship strategy
- In partnership with the Data Manager and Campaign Director researches, evaluates, and prioritizes prospects in order to assign them to an appropriate strategy (group or individual) and primary caller.
- Responsible for individually engaging a caseload of priority 3 prospects.
- In partnership with the Campaign Director develops and oversees the group strategies for engaging priority 3 prospects with the potential to give less than \$1000.
- Partners with Advancement team in the organization of strategically selected special events to engage donor prospects about sponsorship.
- Recommends prospects to Campaign Director for major gift solicitations.

Planning and Reporting

- Prepares the child sponsorship portions of the annual development plan in partnership with the VP of Development.
- Responsible for executing the sponsorship portion of the annual development plan.
- Prepares sponsorship reports and program evaluations.
- Prepares monthly updates of the sponsorship development plan.

General Duties:

- Respectfully takes direction from the Campaign Director.
- Maintains punctual, regular and predictable attendance; has the ability to work evenings and weekends, as required.
- Works collaboratively in a team environment with a spirit of cooperation and remains open to all levels of work and support for the organization.
- Maintains compliance with all AGCI policies, procedures and requirements as well as with all state and federal laws and regulatory requirements and with the laws of each country where work is being performed on behalf of AGCI.
- Attends and participates in staff meetings and trainings as required in addition to regularly scheduled meetings for the AGCI development program to discuss updates on activities, needs and progress towards program goals.
- Displays excellent communication and negotiation skills including in-person or written correspondence, documentation, detail-orientation, and sensitivity with confidential documents and information; displays exceptional ability to communicate effectively and remain calm and courteous under pressure or in crisis situations.

- Exercises good judgement, courtesy, and tact in contacts with AGCI supporters, employees and the public. Responds to special requests of sponsors, supporters, staff and others in a timely manner.
- At times, provide phone and email support to advocates, volunteers and staff working outside of AGCI's standard operating hours to meet sponsor acquisition objectives.
- Other duties, as assigned.

SUPERVISORY RESPONSIBILITIES

This position has no direct supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree from four-year college or university; plus two or more years related experience; two or more years work experience in an office setting or equivalent combination of education and experience

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business correspondence, reports and inquiries. Ability to write error-free business correspondence, reports and presentation materials. Ability to effectively present information and respond to questions from employees, supervisors, donors/sponsors, clients, vendors, organization partners, and the general public.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Skill and experience in calculating currency conversion, adding and subtracting percentages, analyzing and interpreting financial and statistical reports, and creating and managing budget spreadsheets.

COMPUTER SKILLS

Job requires basic and advanced computer skills using MS Word, Excel, PowerPoint, and Adobe Photoshop. Requires experience in the use of relational database systems comparable to DonorPerfect Online, REACH donor management software, and SAM adoption software. Basic working knowledge of Adobe InDesign desired. Must be familiar with and experienced in operating major social media sites. Daily tasks include record keeping, report writing, project management, presentation creation/editing, database entry and report production, tracking donations, use of internet tools and communication by e-mail. Ability to train new employees, temporary staff and volunteers.

REASONING ABILITY

Strong analytical skills required. Ability to define problems, collect data, establish facts and draw valid conclusions within a context of abstract and concrete variables. Has the discretion to weigh the significance of an issue and pass along to the appropriate leader/staff within the organization, as needed. Demonstrate ability to quickly grasp new concepts, approaches, or systems and recommend strategic improvements. Must be able to learn and retain extensive operating knowledge and have the ability to adapt to changes in procedures and processes. Sensitivity to the cultural differences present in AGCI's service population, especially regarding the countries and regions served. Ability to problem solve creatively. Ability to work with and protect extremely confidential materials and information and have the appropriate discernment in handling issues of varying complexity and sensitivity.

CERTIFICATES, LICENSES, REGISTRATIONS

Must possess a valid driver's license and ability to supply appropriate documentation/identification to travel authorities when traveling domestically and/or internationally.

PHYSICAL DEMANDS

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

While performing the duties of this job, the employee is regularly required to sit, stand, walk or hike, use stairways to climb to multiple floors within office buildings, use hands and fingers to keyboard or dial, reach with hands and arms, and see, smell, talk or hear. The employee must have the ability to lift and/or move up to 30 pounds frequently and up to 75 pounds while traveling. Specific vision abilities required by this job include close and distance vision, ability to distinguish colors, peripheral vision, depth and perception and ability to adjust focus, especially with frequent computer use. Strong physical fitness will be required to be successful in this job.