



JOB DESCRIPTION

Job Title: Sustainer Program Manager

Reports To: Communications & Creative Director

Region: Operations and Administration **Full-time or Part-time:** FT

Supervisory (# of staff supervised): none

Mission

ESSENTIAL PREREQUISITES FOR ALL STAFF MEMBERS

Because World Impact is a Christian missions organization with a written doctrinal statement, World Impact reserves the right to employ only people who are born-again believers in the Lord Jesus Christ as their personal Savior, and who are in full accord with our ministry's doctrinal statement. Service is at the will of either the staff member or missionary, or World Impact. This means that the staff may quit at any time with or without notice and World Impact may terminate the service agreement at any time with or without notice. There is no promise that service will continue for a set period of time. Nor is there a promise that service will be terminated only under particular circumstances. No one has the authority to make representations inconsistent with this policy. This policy supersedes all written and oral representations that are in any way inconsistent with it. World Impact, Inc. retains the discretionary right to terminate any staff member, including missionaries, at any time and for any reason deemed to be in the best interests of the ministry. These policies do not constitute a contract, expressed or implied, to continued employment, and said policies do not alter the status of any at-will service member under the laws of the state.

Education & Experience:

- Bachelor's degree in Marketing, Communications, or related field
- 4+ years of specific experience managing and implementing a formal monthly Sustainer Program
- Sustainer Program launch experience
- Proven work experience in online fundraising, with both Sustainer Program and new donor acquisition strategy and tactics

Job Summary:

The Sustainer Program Manager role develops an ongoing experience-based relationship with prospective, current and lapsed supporters and donors through an online-based monthly giving/membership style support program. Ultimately seeking to grow participation into the thousands, the program will be the foundational fundraising initiative for general, first-time, and other donors as they learn about World Impact and how we serve church leaders and workers in communities of poverty. Under the leadership of the Communications and Creative Director, the Sustainer Program Manager will:

- Lead the development of World Impact's new Sustainer Program: (30%)
 - Manage and review program vendor efforts, timelines, and results to ensure the scheduled program launch and reaches other identified targets,
 - Translate strategies into specific documented plans that include timelines, channel selection, offers, segmentation, testing, and projected response rates and revenue,
 - Actively research and monitor trends in other sustainer monthly giving-based programs to identify best practices.
- Manage all other Sustainer Program activities, daily operation, and donor support: (50%)
 - Drive strategy and activities to acquire new monthly donors through direct marketing and digital fundraising.
 - Regularly evaluate relevant, technology tools, systems, and processes to ensure maximum efficiency, donor revenue generation, donor retention and recovery processes.

- Ensure excellence/quality of the program by regularly monitoring communications, cancellation reasons, troubleshooting issues, and reviewing all data for accuracy.
- Liaise with gift processing teams, IT, SVP Advancement, and other staff to accomplish required reporting, revenue, and goal tracking.
- Assist with other online donor acquisition strategies, campaigns, activities, and reporting requirements. (20%)

Qualifications & Expectations:

CORE COMPETENCY

1. **Mission Driven:** Demonstrates commitment to the mission of World Impact as a whole and is aligned with organizational values.
2. **Collaboration:** Helps colleagues as needed, views responsibilities as shared.
3. **Adaptability:** Adapts and responds to change effectively; proactively seeks opportunities to be supportive of change and serve our mission.
4. **Communication:** Uses effective written and oral communication with internal staff, teams, and community served; demonstrates empathy and listening.
5. **Ownership:** Effectively manages own work, and work of teams when relevant, ensuring delivery of high-quality work.
6. **Expertise in area of focus:** Has skills and expertise in area of technical or functional expertise.

LEADERSHIP COMPETENCY

1. **Initiative & Results Driven:** Makes and executes strategic plans to enhance intended impact, adjusting course as needed.
2. **Strategic Thinking:** Considers the future of World Impact proactively and responsively; weighs diverse inputs to inform strategies; identifies innovative opportunities when relevant.
3. **Develops & Motivates:** Motivates others and supports their development through strong coaching and mentoring.
4. **Emotional Awareness:** Understands own emotions and others' and responds with empathy.
5. **Organization & Systems:** Has a robust understanding of the community served and the landscape in which the organization operates, and actively applies that knowledge.

Physical Requirements:

- **Sedentary Work:** While performing the duties of this job, employees are regularly required to sit, walk and stand; talk and hear, both in person and by telephone; use close, distance, color, and peripheral vision; use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; lift minimum 10 pounds.

Essential Duties & Responsibilities:

Interpersonal:

- Work with gift processing and other staff to assess and implement improvements to existing backend processes, procedures, and vendors.
- Collaborate and align team efforts around key direct response channels; creating unified sustainer donor campaigns and messaging for online, social, direct mail, and other channels.
- Manage partner/supplier relationships to equally yield strategic guidance and exceptional results.
- Maintain healthy organizational culture through collaborative, encouraging, and inspiring leadership with and without formal authority across the organization.

Operational:

- Provide regular analysis and detailed reporting on the Sustainer Program including member data capture and reporting via World Impact’s CRM platform.
- Research fundraising development strategies, communications, and interactions – with specific focus on Sustainer Program sector best practices and innovation.
- Create a weekly, monthly, quarterly reporting rhythm and format as will be determined with the Communications & Creative Director and the SVP of Advancement.
- Ably direct and coordinate multiple, ongoing, and evolving communications efforts and campaign coordination externally and internally with the Communications & Creative Director.
- Manage multiple sustainer campaigns from start to finish, including editing content and working with creative teams as needed.
- Build and implement annual and multi-year plans to maximize sustainer sustaining donor growth, as well as new donor growth in general, creating positive ongoing donor experiences.
- Regularly implement message testing, identify new giving channels and donation activators.
- Optimize under-utilized opportunities in other channels and initiatives (renewal mailings, sustainer recapture, upgrading, digital targeting and re-targeting, paid social media campaigns, customer service).
- If based remotely, this role will require 4-9 days of quarterly travel to our Wichita office.

This description is not intended, and should not be construed, to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with this job. It is intended to be an accurate reflection of the principal job elements essential for making compensation decisions.

I have read the above job description and I believe I can perform the job.

Staff Person’s Signature: _____ **Date:** _____

Supervisor’s Signature: _____ **Date:** _____