

## POSITION DESCRIPTION

	<b>Date</b> 5 March 2008	<b>Revision Date(s)</b>
<b>Position Title</b> Manager – Mass Marketing	<b>Position Number</b> 2386	
<b>Department</b> Resource Development Department	<b>Reporting To</b> (Title and Position Number) Director Resource Development	
<b>Cross Functional Department</b> Direct Marketing Dept	<b>Cross Functional Reporting To</b> (Title and Position Number) Director Direct Marketing at HQ	
<b>Position Titles/Position Numbers Reporting to this Position</b>		

Other:

**Detail Responsibilities/Duties** (Please note that the responsibilities are not all inclusive, as changes to services are made and/or new responsibilities are identified they will be added as deemed appropriate)

Reporting to the Director Resource Development, the Manager –Mass Marketing is responsible for :

- Development and implementation of strategy for new individual donor acquisition and supporter development through direct mail, cause related marketing, online and new media fundraising in key Asia Pacific markets.
- Key focus countries for individual donor development includes- developed markets for this methodology - Hong Kong, Korea, , Australia, New Zealand and emerging markets- Indonesia, India, Philippines, Thailand.

### JOB SUMMARY

- Strengthen, develop and implement an area resource development strategy to increase the number of individual donors supporting HFH in Asia Pacific
- Coordination and evaluation of Habitat for Humanity International's investment in specific markets for the development of the Mass Marketing strategy.
- Review and develop procedures for effective management of Mass Marketing (face-to-face, direct mail and new media appeals eg: Web-based giving , SMS, DRTV) information relating to :
  - \* Individual Donor Acquisition
  - \* Regular donors/ Hope Builders program
  - \* Pledge and specific program sponsors
  - \* Online- offline donor and volunteer mobilization events
  - \* Merchandising and e-fundraising methodologies (eg: online auctions, viral marketing)
- To be the point person and resource person for Mass Marketing initiatives of Donor Countries and key Implementing Countries of HFH, including where relevant, source, recommend and monitor performance of appropriate external consultants, agencies and suppliers for delivery of key activities and projects as needed, in agreement with the National Organization.
- Develop and implement a long-term strategy for relationship marketing and develop a strong individual donor base for National Organizations in Asia Pacific including online Disaster Response fundraising capabilities.
- Represent the organization in Area level and Global forum on Mass Marketing and Individual donor development.
- Facilitate the development and implementation of innovative mass marketing programs
- Such program will include fundraising, donor relations, database management and systems, communications, and training related to Corporate resource development.

### DUTIES/AREAS OF RESPONSIBILITY

- Plan, implement and evaluate the Mass Marketing strategies and plans, for Asia Pacific, with the supervision of the Director Resource Development, Asia-Pacific and cross-functional collaboration with Direct Marketing staff at HQ and other Area offices.
- Work collaboratively with the Resource Development Department members of Asia-Pacific, National Directors and relevant Donor and implementing country staff to provide support and donor liaison and attainment funding goals.
- Launch, and maintain Mass Marketing related databases on donors and other relevant initiatives in Asia Pacific.
- Make solicitations to trans-national corporations in collaboration with the relevant National Organization and HQ interface.
- Be the HFHI client contact in markets where HFHI investments are made for specific mass marketing programs.
- Advise in the hire and mentoring of HFH National Organization Resource Development Managers and other resource development staff focusing on Mass marketing methodology in Asia Pacific.
- Work in collaboration with and support of Regional Program and Volunteer Programs departments

<ul style="list-style-type: none"> <li>• Facilitate the process of sharing best practices and lessons-learned among National Organizations.</li> <li>• Develop and facilitate use of tools for evaluating the resource development potential and performance of National Organizations in the area of Mass Marketing.</li> <li>• Maintain adequate and accurate files and data to track Area level and National Organization progress in mass marketing/ individual donor development, including analysis of trends, opportunities, and threats.</li> <li>• Responsible for other duties as assigned.</li> </ul>
<p><b>Skills and Experience Required (e.g., Language, Mathematical, Reasoning, Other):</b></p> <ul style="list-style-type: none"> <li>• Good command of English.</li> <li>• Experienced Direct Marketing professional</li> <li>• Ability to have insight and empathy with the target audience</li> <li>• Ability to interpret numerical and statistical information</li> <li>• Ability to understand and analyze supporter databases in order to inform the development of mass marketing strategy</li> <li>• Advanced skills in the use of spreadsheets, word-processing programs and the Internet.</li> <li>• Cross cultural management skills.</li> <li>• Communication and presentation skills.</li> <li>• Willingness to uphold the Christian principles of HFHI</li> </ul>
<p><b>Organizational Level(s) Impacted (e.g.: AME Staff, National Directors, HFHI Staff, etc.)</b></p> <ul style="list-style-type: none"> <li>• National Organizations in designated countries. ( Key countries include India , Indonesia, Philippines, Singapore, Hong Kong , Japan , Korea, Australia)</li> <li>• Area Office.</li> </ul>
<p><b>Working Conditions</b> Works from a modern, well-equipped office in Bangkok, Thailand. Expected to travel to some or all of the designated countries each year.</p>
<p><b>Experience Required</b></p> <ul style="list-style-type: none"> <li>• Experience working in an international organization, preferably in an NGO.</li> <li>• Cross-cultural management experience.</li> </ul>
<p><b>Education Required</b> Bachelor's degree in related field required at the minimum.</p>
<p><b>Notes/Other</b></p>

**To Be Filled Out by Human Resources**

Compensation Determination