**Philanthropy Coordinator**

A key member of the Society for the Protection of Nature in Israel’s Fundraising Team. This experienced fundraiser will work closely with the Director for Development and Partnerships to assist in the development and implementation of SPNI’s domestic and international fundraising strategy to raise philanthropic income for SPNI’s core budget, specific projects and capital campaigns.

**Key Areas of Action and Tasks:**

**Individual Donors**

* Identification and research of major donor prospects, interests, giving capacity
* Assist in creation of individual cultivation and communication plan for each prospect
* Monitor project implementation and reporting on project outcomes to donors
* Coordinate, often over months and weeks, visits of donors to our sites

**Donor Maintenance and Reporting**

* Assist to develop and implement integrated donor-centric communications
* Report on effectiveness of above communications (eg number sent, donation amounts received number of donations, open rate, click rate, likes, comments, shares, clicks, reach, engagement)
* Implement and manage proper donor stewardship protocols for donors

**Fundraising Campaigns (capital/appeals/crowdfunding)**

* Assist to develop fundraising campaigns and material according to organizational priorities and fundraising objectives including acquisition and conversion
* Evaluate effectiveness of campaign

**Foundations and Trusts**

* Maintain calendar of foundations for LOI’s, proposals and reports
* Research and identify appropriate foundations to contact
* Work with field units to create proposals and LOI’s
* Report on funded projects to foundations as required and coordinate foundation representatives on site visits

**Legacy Giving and Bequests**

* Create and market legacy program to existing donors
* Create and implement stewardship plan for planned legacy givers

**Fundraising Infrastructure**

* Create and maintain accurate integrated database of donations, donor communication, grants and proposals for both Israeli and international donors
* Work with IT department to integrate fundraising requirements with new SPNI database (Israel)
* Maintain online donation payment platform and troubleshoot issues (Israel Toremet)

**Donor Communication**

* Develop and implement integrated donor-centric communications (appeals, regular newsletters, regular e-newsletters, social media, calendar) to achieve this
* Report on effectiveness of above communications (eg number sent, donation amounts received (online and offline), number of donations, open rate, click rate, likes, comments, shares, clicks, reach, engagement)
* Responding to ad hoc requests for information from donors/contacts

**Marketing and Communications**

* Supervise the production process for print newsletters, e-newletters, appeals -- including segmentation; automatic email generation for various segments; testing different approaches; analyzing analytics
* Responsible for social media content – Facebook, Instagram

**Website**

* Work with SPNI Marketing department for creation of foreign language websites
* Keep English language site updated
* Monitor of Hebrew language website and SPNI campaigns to ensure English language website content is up to date

**Incoming Tourism**

* Plan and implement yearly board trips to Israel
* Coordinate, often over months and weeks, visits of individuals to our sites
* Work with Tourism unit to develop best programs to attract incoming tourist in SPNI

**Skills Required:**

* Minimum of 6 years’ experience in a dedicated fundraising role
* Familiarity with US, Canada, UK and Israel, fundraising sectors
* Experience managing a CRM system
* Mother tongue English
* Excellent writing ability
* Ability to work effectively under pressure
* Good verbal communication skills
* Excellent organization skills
* Proactive attitude, identification with cause