

JOB DESCRIPTION	
Department: Fundraising	
Position: Donor Engagement Senior Officer	<u>Reporting to:</u> Marketing Manager (Retention) <u>Number of direct reports:</u> N/A
Duration: Open-ended contract	
Working hours: Full time (40 hours/week)	
Current Job Grade: C	

Overview of the Organisation and Department

Médecins Sans Frontières (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion, or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where needs are greatest and to speak out publicly, free from any political interference. The Fundraising Department raises money for MSF field operations globally and to cover MSF's administration costs in Japan. In 2024, MSF Japan raised approximately 14 billion yen from 422,904 donors.

Purpose of the Position

This newly created position plays a key role in nurturing relationships with existing donors and contributing to sustainable funding to support MSF's social mission. Reporting to the Marketing Manager and working closely with cross-functional teams, this role focuses on delivering thoughtful and relevant communications and activities for existing donors. These efforts focus particularly on donors who have demonstrated deeper engagement, trust, or ongoing support, bridging broader donor communications and more personalised relationship-building. The position also contributes to a consistent, positive, and meaningful donor experience across teams and channels by actively listening to donor voice and feedback, understanding donor needs, values, and expectations, and translating insights into improvements.

Objectives

- Contribute to sustainable funding, both directly and indirectly, by fostering long-term relationships with existing donors.
- Support donors in maintaining trust and a sense of meaningful connection with MSF, including those with a strong and sustained commitment.
- Improve donor experience by deepening understanding of donor needs, values, and feedback, and applying these insights to communications and relationship-building practices.

Requirements of the position

Based in Japan (Commutable to MSF Japan Office in Waseda)

Main Responsibilities

1. Strategy, Planning & Reporting (approximately 10% of time)

- Develop short- and medium-term plans for donor communications and relationship-building, including setting and managing income targets, expected outcomes, budgets, and timelines, based on analysis, prioritisation, and overall fundraising objectives.
- Identify opportunities and shape appropriate strategies to foster long-term relationships with donors, particularly those who have demonstrated a deeper interest in, trust in, or ongoing support for MSF's work and values.
- Monitor and analyse relevant indicators, such as income, retention, and engagement, and provide clear updates, reports, and recommendations for the Marketing Manager and key stakeholders.

2. Donor Communications & Relationship-Building (approximately 50% of time)

- Design, implement, evaluate, and continuously optimise communications and activities for existing donors across relevant touchpoints, including direct mail, email, telephone, events, and other channels, with a primary focus on a defined group, while also contributing to broader efforts in coordination with team priorities and resources.
- Develop thoughtful and relevant initiatives for donors, especially those who feel a strong and sustained connection, helping to bridge broader donor communications and more personalised relationship-building.
- Engage with donors, directly or through relevant teams and partners, as needed within selected initiatives, ensuring accurate records are maintained in relevant systems. While this role does not primarily focus on one-to-one communications, it may involve direct interaction on an ad hoc basis.

3. Donor Voice, Insight & Experience Improvement (approximately 20% of time)

- Plan and lead surveys, interviews, feedback mechanisms, and other insight-gathering activities, and consolidate and analyse data and findings to better understand donor motivations, values, expectations, and barriers.
- Assess and analyse the donor experience, drawing on donor insights, and develop practical recommendations to improve communications, relationship-building practices, and the overall donor experience.
- Contribute to the development of relevant indicators and monitoring frameworks for donor experience and engagement.

4. Collaboration & Partner Management (approximately 10% of time)

- Collaborate closely with team members responsible for direct marketing and digital marketing, as well as with colleagues across one-to-one relationship development, donor services, content, IT, and other relevant functions, and with external partners, to ensure a coordinated and consistent donor experience and smooth operations.
- Coordinate external partner relationships as necessary, including selection, contracting, negotiation, monitoring, and invoice review and processing, to ensure high-quality, cost-effective, and timely delivery.

5. Team Support, Capacity Building & Process Improvement (approximately 10% of time)

- Support process improvement and quality assurance within the team and in cross-functional projects.
- Strengthen team capability by staying current with relevant trends, sharing expertise, supporting colleagues, and contributing to a collaborative, donor-centric way of working.
- Ensure donor communication and data management practices meet required standards of accuracy, privacy, and compliance.

Qualifications and Requirements
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Essential

- Minimum 5 years of relevant experience in one or more of the following areas:
 - CRM marketing, retention marketing, direct marketing, or telemarketing
 - Fan engagement marketing, fan club management, loyalty programmes, membership programmes, or community engagement
 - Individual giving campaign or fundraising marketing
- Proven experience leading cross-functional projects and/or mentoring colleagues or team members.
- Excellent interpersonal and relationship-building skills, with a genuine passion for communicating with donors and the ability to listen actively and build trust with diverse stakeholders.
- Strong ownership, accountability, and initiative, combined with solid project management and organisational skills and a results-oriented mindset.
- Strong analytical and problem-solving skills, with a hypothesis-driven approach and the ability to leverage data for insights and decision-making.
- Flexibility and adaptability in responding to changing circumstances.
- Genuine interest in and commitment to the humanitarian principles and mission of MSF.
- Native-level proficiency in Japanese and business-level proficiency in English.

Desirable (Not required, but a plus)

- Experience or knowledge in the following areas:
 - Customer Experience (CX) or User Experience (UX)
 - Customer-facing, relationship-based roles, such as customer service, hospitality, call centre, account management, or relationship management
 - Event management, including in-person events, online events, or webinars
 - Customer research, including surveys, interviews, feedback mechanisms, or insight analysis
 - CRM systems, marketing automation tools, or other marketing technologies
- Experience working for a humanitarian organisation or NGO.

Special Notes:

This Job Description is only a summary of the typical functions of this position and not an exhaustive or comprehensive list of all possible job responsibilities and duties. Accordingly, the responsibilities and duties of the jobholder might differ from those outlined in this Job Description and the other duties, as assigned, might be part of the job due to the organisational and operational needs.

Other Conditions

- Salary to be defined as per MSF Japan Salary Scale
- Social insurance coverage: Japanese government insurance (Health Insurance, Welfare Pension, Employment Insurance and Workers' Accident Insurance)
- Holiday: Saturday, Sunday, Japanese national holidays, and any other days specified by MSF Japan

Application documents (Please send all these documents)	1. CV, with your photo if possible (in English) 2. Motivation letter (in English) 3. 履歴書(和文・できれば写真付) 4. 職務経歴書(和文) 5. 志望動機書(和文)
Email Address	Please send the above documents to: hqhr-recruitment@tokyo.msf.org
Application Deadline	We will close the position as soon as we find the best candidate.
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate.