

JOB DESCRIPTION	
Department: Fundraising	
Position: Donor Experience Senior Officer	<u>Reporting to:</u> Marketing Manager (Retention) <u>Number of direct reports:</u> NA
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 is responsible for leading cross-functional, donor-centric initiatives to enhance donor experience, strengthen engagement, and foster long-term relationships. Reporting to the Marketing Manager and working closely with relevant teams, this position serves as a catalyst in listening to donor voices and feedback, understanding needs and values, integrating feedback into strategies and initiatives, and ensuring a consistently positive experience across all touchpoints.

Objectives

- Shape strategies that place donors at the heart of our work, ensuring their voices inform decisions and their contributions are recognised as essential to our shared mission.
- Foster engagement and inclusion by enabling donors to connect meaningfully and empowering them as active partners in humanitarian action.
- Drive continuous improvement in donor experience through insights and knowledge-sharing to enhance organisational capacity to build lasting relationships.
- Cultivate a culture of collaboration and donor-centric approach by establishing mechanisms that align teams and encourage shared responsibility for donor experience.

Requirements of the position

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

Main Responsibilities

1. Strategy & Planning

- Develop short- and long-term strategies and activity plans based on analysis and prioritization, aligned with overall fundraising objectives.
- Define key donor experience metrics (e.g., NPS, satisfaction, retention) and establish monitoring frameworks.
- Plan initiatives with clear objectives, budgets, and timelines.

2. Research & Insights

- Collect, consolidate, and analyse donor feedback and data (qualitative and quantitative) to gain a deep understanding of donor motivations, values, expectations, and satisfaction.
- Design and implement surveys, interviews, and feedback mechanisms based on internal needs, hypotheses, and identified data gaps.
- Collaborate with IT team to explore and, where appropriate, implement necessary systems or tools that support regular quantitative feedback mechanisms and enable integrated data views and comprehensive analysis.
- Visualise and share data and insights through dashboards and reports, and translate findings into actionable recommendations for internal teams and external partners.

3. Experience Management

- Collaborate with internal teams and external partners to oversee the donor experience across all communication touchpoints (e.g., digital, post/print, events, call centre), ensuring a consistent, positive experience and identifying opportunities for improvements.
- Establish and lead cross-functional experience improvement cycles by engaging key stakeholders, leveraging feedback and metrics to provide insights and recommendations that drive continuous improvements across touchpoints, processes, and campaigns.
- Facilitate knowledge sharing by disseminating best practices and lessons learned to strengthen organisational knowledge of donor experience and user experience.

4. Engagement Initiatives

- Plan, propose, and/or execute donor engagement and inclusion activities that strengthen the connection between donors and MSF (e.g., events, telemarketing, recognition programs, communication initiatives).
- Collaborate with internal teams and external partners to deliver impactful engagement experiences.

5. Resource & Partner Management

- Develop and manage budgets to ensure efficient resource allocation and cost-effectiveness.
- Oversee external partner relationships, including selection, contracting, negotiation, monitoring, and invoice processing, to ensure high-quality, cost-effective, and timely execution.

Qualifications and Requirements

Essential

- Minimum 3 years' experience in one or more of the following areas:
 - Customer Experience (CX) metrics management (e.g., NPS, CSAT)
 - CX or Customer Success operations
 - Voice of Customer (VoC) and customer feedback analysis
 - CX/UX research in B2C environments
- Proven leadership experience, such as managing teams or leading cross-functional projects.

- Empathy, active listening, and emotional intelligence, combined with a passion for engaging with donors and understanding their needs and motivations.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively and influence stakeholders and manage complex or sensitive situations professionally.
- Strong analytical and problem-solving skills, with a hypothesis-driven approach and the ability to leverage data for insights and decision-making.
- Strong project management and organisational skills, ensuring timely and high-quality delivery.
- 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:
 - Community and engagement (fan clubs, membership or loyalty programs, community building)
 - Research and analytics (research methodologies, survey tools, data visualization tools, SQL)
 - Technology and systems (CRM systems, marketing automation tools)
 - Customer facing experience (customer service, hospitality, call centre, retention marketing, service design)
 - Event management (offline events, webinars)
- 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. 履歴書（和文・できれば写真付） 3. 職務経歴書（和文） 4. 志望動機書（和文） *During the selection process, candidates will also be asked to submit a Motivation Letter (in English).
Email Address	Please send the above documents to: hqhr-recruitment@tokyo.msf.org
Application Deadline	December 8, 2025
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate.