



## **CBM India Trust**

### **Position Profile**

CBM India Trust is committed to improving the quality of life of people with disabilities. CBM address disability as a cause and consequence of poverty in the most disadvantaged communities of the world. We work in partnership with local, national, and international actors with the aim of creating a more equal society for all. Our vision is to have an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

**Position: Manager - Supporter Services & Database Management**

**Unit: Fundraising Department**

**Location: Bangalore**

**Reporting to: Fundraising Director**

#### **Objective:**

To lead and optimize the **Supporter Services and Database Management** functions by building strong, lasting relationships with financial supporters, ensuring a seamless donor experience, and maximizing supporter retention and income generation in line with CBM India Trust's mission and fundraising goals.

#### **Responsibilities:**

##### **1. Leadership & Donor Experience**

- Develop and implement strategies to strengthen engagement with both new and existing financial supporters.
- Drive supporter retention through effective communication, donor journey mapping, and personalized engagement.
- Ensure fundraising campaign themes and messaging are consistently embedded across all supporter interactions.
- Collaborate with the Program and Communications team to develop supporter engagement materials such as mailers, e-mailers, newsletters, brochures, impact reports etc.

##### **2. Database & Supporter Services Management**

- Oversee the performance of the Supporter Services and Database teams to ensure accuracy, efficiency, and timely execution of key processes.

- Ensure best practices in CRM and data handling to maintain clean, secure, and reliable supporter records.
- Optimize direct debit processes and ensure compliance with banking and financial protocols for recurring giving.
- Provide Daily , Weekly, Fortnightly , monthly,quarterly , and yearly reports on the department's performance
- Monitor key performance indicators such as:
  - Donor retention and attrition (pre- and post-debit)
  - Debit success rates
  - Tax receipt turnaround time
  - Engagement response rates

### **3. Operational and Decision-Making Responsibilities**

- Lead hiring, onboarding, training, and performance reviews of Supporter Services and Database team members.
- Approve all donor-facing communication and ensure alignment with brand tone, accuracy, and compliance.
- Implement continuous improvements in database architecture, queries, and reporting functions.

#### **Decision-Making Responsibilities**

- Lead recruitment and exit processes for the Supporter Services team, including Database and Relationship Management staff.
- Oversee the database team to ensure timely, accurate, and updated supporter data entry along with reports.
- Implement and maintain best practices and tools in database management.
- Evaluate and improve the supporter journey to increase engagement and loyalty.
- Conduct in-depth supporter surveys and incorporate learnings to improve processes.
- Sign off on all external communication sent to vendors or financial supporters.
- Ensure compliance with banking norms for Direct Debit and related financial procedures.
- Modify database structures, queries, and fields as necessary to improve performance and accuracy.
- Manage the production of supporter and fundraising merchandise in line with CBM India Trust's branding and guidelines

- **Knowledge and Experience Requirements**

- Minimum 7 years of experience in the development sector or similar field.
- Proficiency in budgeting, income forecasting, and performance monitoring.
- Deep understanding of donor behavior, supporter lifecycle, and relationship management strategies.
- Proven ability to use CRM systems and data analytics to enhance supporter engagement.
- Graduate/Post-Graduate in Management or related fields will be preferred.
- Advanced computer skills, particularly in data handling and CRM platforms
- Strong communication skills (verbal and written) with a donor-centric mindset.
- Proven experience in customer/supporter relationship management

## **Core Competencies**

### **1. Planning and Organizing:**

- Develop and implement annual and monthly plans for supporter services, ensuring alignment with CBM India Trust's fundraising goals.
- Forecast income from unprompted support (a significant portion of fundraising revenue).
- Design a supporter communication strategy, including merchandise planning.

### **2. Data-Driven Analysis**

- Track supporter behavior, retention trends, and campaign effectiveness.
- Generate actionable insights and present performance reports to senior fundraising leadership.

### **3. Innovation & Improvement**

- Benchmark against sector best practices and introduce innovations to enhance the supporter experience.
- Pilot new communication strategies and donor touchpoints.
- Support creative development of merchandise and materials for supporter engagement.

### **4. Working with Others:**

- Work cross-functionally with fundraising, communications, finance, and program teams.
- Manage vendor relationships (banks, CRM providers, call centers, fulfillment agencies) to ensure service quality.



- Represent the voice of the donor in internal planning and feedback loops.

### **Environmental Demands**

- Must manage multiple high-volume, deadline-driven projects simultaneously.
- Domestic travel to CBM's regional offices, events, and program locations.

### **Other requirements**

- The future job holder is expected to adhere to CBM India's policies and procedures, commit to CBM India's Child Safeguarding Policy and Code of Conduct, and follow CBM India's safety & security protocols.

**CBM India encourages persons with disabilities and women to explore this important opportunity. Share your profiles to [jobs@cbmindia.org](mailto:jobs@cbmindia.org)**