

CBM India Trust

Position Profile

CBM India Trust is committed to improving the quality of life of people with disabilities. CBM addresses 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

Location: Bengaluru

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

Main Responsibilities

○ Leadership and 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.

○ 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
- **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 brand guidelines

Qualifications and Experience

- 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.

Key Competencies

○ **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.

○ **Data-Driven Analysis**

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

○ **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.

○ **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.

Other Requirements

- Must manage multiple high-volume, deadline-driven projects simultaneously.
- Domestic travel to CBM India'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 and security protocols.

CBM India encourages persons with disabilities and women to explore this important opportunity.

Send your resume to hannah.benjamin@cbmindia.org or click/tap the [Apply Now button](#) to complete the application form.