



WE DELETE BLOOD CANCER

**Title:** Donor Recruitment Coordinator  
**Department:** Donor Recruitment  
**Key Areas:** Event Management, Communications, PR, Fundraising, Program Management, Business Development  
**Direct Report:** Donor Recruitment Team Lead  
**Terms of Employment:** Full Time  
**Employee Category:** Exempt  
**Location:** New York, NY

### **ABOUT DKMS**

DKMS is an international nonprofit organization dedicated to the fight against blood cancer and blood disorders by creating awareness, recruiting stem cell donors to provide a second chance at life, raising funds to match donor registrations costs, and supporting the improvement of blood cancer therapies by our own research.

### **POSITION SUMMARY**

This multi-faceted position focuses on engaging communities in DKMS' mission while recruiting well educated and committed potential stem cell donors by managing donor recruitment drives including fundraising, PR and marketing initiatives.

### **RESPONSIBILITIES**

#### Community Engagement

- Actively engage the community around DKMS' mission through the recruitment of potential stem cell donors, awareness building, PR efforts and fundraising to achieve goals
- Plan, organize, manage and execute stem cell donor registration drives, special events, and fundraising initiatives
- Actively seek potential patients and volunteers through various outlets including local networking, social media, etc.
- Manage key partnerships with organizations, other non-profits, companies and/or individuals
- Attend and take an active role in conferences and community meetings to present DKMS, build relations

#### Recruitment Drives

- Work closely with patients, their family and friends, community groups, college students, corporations & others throughout the donor registration drive planning and event by providing training, information, guidance and motivation
- Ensure that SOP's are implemented & upheld at all recruitment drives
- Constantly educate and motivate new potential stem cell donors to ensure their availability and willingness to donate
- Coordinate and prepare all drive-related promotion material including flyers, posters and press releases
- Fill in all needed event data in the DKMS database system to ensure proper data tracking, as well as better events maintenance
- Perform post-drive follow up including: reporting the outcome of events in the database system, reviewing completed registration forms, and ensuring the return of all materials to the office

#### PR/Media Outreach

- Contact and maintain relationships with the local media for media coverage for drives and events
- Serve as DKMS spokesperson

#### Fundraising

- Raise donations at each undertaking activity to support DKMS mission
- Acquire and develop a strong fundraising portfolio together with other members of DKMS staff, stakeholders and relevant contacts, including corporate/foundation sponsors and individual donors

#### Operations

- Lead and/or serve on project based teams to enhance registration efforts and prepare for achieving local and national goals
- Ad hoc projects as assigned and as needed

#### **REQUIREMENTS/QUALIFICATIONS**

- Bachelor's degree required
- Minimum of 2-3 years work experience, preferably in business development, health care, PR, fundraising, event/program management dealing with the educational background (ex. College campus recruiter), sales, medical/nursing or teacher
- Strong passion and commitment to the DKMS mission
- Ability to think critically, solution oriented, and take ownership to solve problems and implement ideas
- Ability to manage and motivate groups of people from different backgrounds and situations
- Strong communication skills. Must be comfortable in a public forum and interacting with the public and in a corporate setting; public speaking is required
- Non-profit experience with exposure to KPIs and goals, a plus
- Experience in working with young demographic
- Represent the DKMS' mission at all times, including at designated donor recruitment drives, conferences, press meetings and other events
- Strong interpersonal and relationship building skills and good in networking
- Able to work in a team environment as well as individually
- Excellent written and verbal communication skills
- Ability to lift and carry up to 40 lbs.
- Very proactive work ethic and the ability to diligently meet targets
- Proficiency in Windows and/or Mac OS, Word, Outlook, Excel, and internet searches required, strong willingness to learn internal system
- Foreign language desirable
- Driver License
- Ability to travel up to 50%, including nights and weekends based upon business needs

**To Apply:** Please send resumes and cover letters to [dkmsrecruiting@dkms.org](mailto:dkmsrecruiting@dkms.org) and place "Donor Recruitment Coordinator – New York" in the subject line.







