



A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

Coordinator, Donor Loyalty

(Contract until January 31, 2017; Full-time; based in Toronto)

Reporting to the Senior Officer, Donor Loyalty, the Coordinator, Donor Loyalty executes direct marketing campaigns for the One-time Gift and Survival Gift programs. The role includes collaboration with all members of the Loyalty & Acquisition team, as well as other teams within UNICEF Canada, to complete projects and maximize existing donor value.

The responsibilities of the position will include:

Marketing, Revenue Generation and Project Management (50%)

- Assist in the marketing of the Survival Gifts program including but not limited to: coordinating with the creative, digital, web, and PR teams to complete the Fall/Winter campaign; and production management with vendors.
- Assist with the annual solicitation and stewardship communications for House Donors, as set out in annual plan including but not limited to: coordination with creative team, production management with vendor, and briefing of internal staff.
- Cultivate and maintain solid, respectful working relationships with all internal partners, as well as vendor partners, to ensure work is performed successfully and accurately.
- Brief internal staff on all in-market campaigns, including samples of creative materials and FAQ's, and provide periodic updates where appropriate.

Data analysis, reporting and expense management (40%)

- Maintain and update detailed weekly reporting and monthly financial spreadsheets, including forecasting and inventory management.
- Produce post-analyses for campaigns upon completion, and offer recommendations when necessary to improve future campaigns.





- Ensure that data is always entered and manipulated correctly, following organizational business rules to ensure data integrity.

Administration (10%)

- Manage and track all invoices for House, Survival Gifts, and Operations pertaining to loyalty activities and general mailing/fulfillment expenses.
- Request and catalogue samples of all marketing campaigns to maintain historical records of all mailings and testing for the L&A team.

The ideal candidate will have:

- A post-secondary education in Communications, Marketing or related field;
- A minimum of 1-2 years relevant work experience in a direct marketing or fundraising role;
- Previous experience in fundraising, loyalty marketing, direct mail or communications;
- Demonstrated experience executing successful marketing campaigns with tracked ROI;
- The ability to be results-driven and deadline oriented with the ability to follow through on timelines;
- Superior communication skills, both written and oral;
- Strong organization skills with high attention to detail and ability to multi-task;
- A solid understanding of metrics, analysis, and effective marketing best practices;
- Knowledge of Raiser's Edge (an asset)

For consideration, please submit your resume and cover letter to careers@unicef.ca by **May 11, 2016**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Co-ordinator, Donor Loyalty**" clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.

