



## 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:

### Director, Monthly Giving

(Permanent; Full-time; based in Toronto)

Reporting to the Chief Development Officer, the Director, Monthly Giving is responsible for overseeing the organization's largest source of unrestricted giving, the monthly donor file – the acquisition, donor stewardship and retention of this growing revenue source. Working closely with colleagues on the internal operations teams and with UNICEF colleagues globally, this position is responsible for enabling the growth strategy by achieving donor, revenue and retention targets. The Director is a key member of the fundraising and senior leadership team, responsible for annual planning, external vendor partnerships and team activation in order to meet revenue, expense and awareness goals in a manner consistent with UNICEF Canada's mission and vision.

With a specific focus on revenue generation, the Director is responsible for activities and revenue goals totaling \$ 12M–18M.

The responsibilities of the position will include:

#### *Revenue Generation (35%)*

- Oversee monthly giving strategies and manage team in execution of these tactics in order to achieve organizational fundraising goals.
- Drive opportunities to position UNICEF as a charity of choice, with a key focus on developing and executing comprehensive strategies that will increase the engagement and life time value of donors at each stage of the donor journey.
- Monitor program performance and execution to facilitate program growth and in-year program prioritization, anticipating and planning for future events, trends, and opportunities.
- Oversee creative direction and execution of direct marketing materials and collateral including 'test and learn' strategies and adherence to brand standards.



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- Establish successful and best in class stewardship and donor experience strategies to cultivate donor engagement.
- Ensure the development of strategic alliances towards the specific goal of generating revenue, lead generation and/or building brand and organizational profile internally within the UNICEF family and externally with key partners
- Monitor the overall execution and results reporting in conjunction with the Business Solutions Operations Team.
- Provide updates and reports to senior leadership including the board on the status of fundraising projections, achievements and gaps.

#### *Profitability (25%)*

- Oversee all relevant budgets including expense management for acquisition, stewardship and retention and activity (\$4M).
- Analysis of monthly metrics to enable solutions-oriented and process driven program modification and planning.
- Innovate and test new programs to increase market penetration for acquisition activities within Canada leveraging national and international program practices.
- Work with colleagues to develop propensity models and research to understand supporters, improve overall performance and drive data collection.
- Monitor acquisition and donor preference channel splits including digital, door to door and text to give fundraising.
- Ensure spend is prioritized against organizational objectives and relevant growth drivers.

#### *Strategic & Operational Planning (20%)*

- Maintain a four-year sightline for the team, and external vendors, to enable planning and generate long term sustainable value and growth from donors.
- Input into the multi-year Joint Strategic Plan (JSP) and manage the Annual Operating Plan (AOP) for the team and ensure integration across the organization.
- Ensure fundraising efforts are national, fully bilingual, and the monthly donor program which includes – donor reporting, recognition and stewardship plans.
- Develop, maintain and share an annual blocking chart of all team and program activity to align to other donor facing communications.
- Make strategic decisions using financial data and other market information.
- Lead relevant PFP investment opportunity activity, including business case development for UNICEF Canada.
- Ensure department strategies are synergistic and identify cross functional opportunities with Operations, Corporate, Marketing & Communications and International Programs.
- Work with UNICEF to ensure our strategies and approaches are well aligned to meeting global objectives/ protocols.



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*Team Coaching & Operational Management (20%)*

- Develop effective, motivated individuals and teams to achieve common goals with clearly defined accountabilities.
- Conduct individual and team annual goal setting, planning, and performance review as established by people management processes; support employee engagement strategies as required.
- Develop an effective matrix of staff and budget to successfully support business objectives and program development.
- Lead annual results reviews with external vendors and internal program teams
- Develop on-boarding and succession plans to ensure program continuity and donor centric engagement.
- Anticipate the long term implications/risk of decisions and plan for contingencies, anticipating obstacles and roadblocks.
- Ensure integrity with the mission and values in all fundraising activities.
- Ensure all documentation regarding expenses, legal agreements/ contracts & employee documentation are up to date and accurate.

The ideal candidate will have:

- A university degree or college diploma with a focus in fundraising, marketing, or other applicable disciplines;
- A minimum of ten (10) years' relevant work experience as an exceptional marketer with proven experience in developing programs and campaigns that have driven results;
- A successful track record with revenue generating and business development, working with senior executives, cross function teams, and external partners with revenue targets in excess of \$10M;
- Strong project management skills;
- The ability to develop teams and internal and external relationships through strong leadership;
- Strategic vision and resourcefulness, is highly intuitive and demonstrates strong negotiating skills;
- A solid understanding of metrics, analysis, and direct marketing delivery processes;
- Integrity and promotes consistency through their principles, values and behaviours;
- Knowledge or experience with not-for-profit environments (an asset);
- The ability to work in a fast paced environment, prioritize and effortlessly pivot from strategy to individual execution;
- Superior verbal and written communications skills, ability to convey big ideas with passion, strong public speaking skills; adapts communication style as appropriate, and;
- Excellent computer skills (Microsoft Office) and experience working with sales/relationship databases (Raiser's Edge).



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For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **November 13, 2017**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Director, Monthly Giving**” 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.



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