



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:

Senior Officer, Individual Giving

(14-month maternity leave cover starting in April 2018; Full-time; based in Toronto)

The role of Senior Officer, Individual Giving is to manage and coordinate direct marketing campaigns to retain and grow the Individual donor file, and to reactivate lapsed donors. The role requires coordination with all members of the Loyalty & Acquisition team, as well as other teams within UNICEF Canada, to maximize the value of the One Time Gift (OTG) and Survival Gift donor portfolios. With a specific focus on revenue generation through direct marketing, this role will contribute to activities and revenue targets in excess of \$3 million in one-time gifts through annual fundraising campaigns for OTG and Survival Gifts donors.

The responsibilities of the position will include:

Marketing, Revenue Generation, and Project Management (40%)

- Manage the annual budget and plan, projecting revenue and expense for the OTG file, including projected response rates and average gift amounts. This includes identifying opportunities for testing and innovation intended to maximize campaign and program performance and integrating planning with retention activity.
- Coordinate the development of the Survival Gifts product offering and annual plan, projecting expense for the existing Survival Gifts file, and contribute to planning for Survival Gift campaign fall activity and post mortem.
- Project-manage all aspects of annual solicitation for OTG and existing Survival Gift donors, as set out in the annual plan. This includes, but is not restricted to:



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- Direct mail campaigns
- Survival Gift print and online catalogue
- Supporting digital activity (landing pages, confirmation emails)
- Voice broadcast messages
- Urgent appeals in the event of emergency
- Develop the add-on acquisition plan to test the market annually with new acquisition direct mail activity.
- Integrate lapse reactivation activity into the individual donor file program.
- Coordinate with the Manager, Digital Marketing the digital email communication plan to the individual donor file and test pre-email activity to lift response rates.
- Manage relationships with key external vendors, including creative team, printer, mail house, Canada Post and telemarketing vendors. This will include developing project briefs, ongoing communication throughout the campaign and appropriate follow-up at campaign end, as well as ongoing communication to ensure strong relationships.
- Coordinate with other business units within UNICEF Canada to identify opportunities for integration or collaboration, including matching gifts or cross-promotion.

Data analysis, reporting and expense management (40%)

- Manage marketing budget for activity within the OTG and existing Survival Gifts portfolio, including maintaining and updating detailed monthly financial spreadsheets and forecasting.
- Provide ongoing reporting and analysis for each program/fundraising activity, and take corrective action where necessary to optimize revenue/expense ratio. Use findings to drive recommendations and decision-making going forward.
- Work with internal data team to report on file size by segment, analyze data and develop appropriate reporting tools to set up appeal codes to better understand supporters and improve overall campaign performance.
- Assist in the audit of existing donor preferences and improvement of data collection.
- Work with Deputy Director, Loyalty to identify high propensity OTG Donors, and develop strategies to encourage movement into Intermediate Membership.
- Work with Deputy Director, Acquisition to identify high propensity Individual Donors, and develop strategies to encourage movement into Monthly Giving.
- Monitor response rates of Donors on an ongoing basis, and develop and implement strategies to encourage renewal and average gifts increases.
- Continually seek cost-saving opportunities by maintaining good relationships with external partners and vendors, staying current with innovations in marketing, and utilizing existing internal resources when appropriate.



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Administration (20%)

- Manage and track all invoices for OTG, Survival Gifts, and Operations pertaining to program 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 programs.
- Present weekly status updates on key areas of the program.
- Act as single point of contact for Canada Post, providing assistance to all members of organization when required and fulfilling Canada-Post specific administrative functions (e.g. checking BRM artwork, submitting undeliverable mail reports, processing invoices).
- Monitor weekly gift report to ensure accurate gift/appeal allocation and request updates when necessary.

The ideal candidate will have:

- A university degree or college diploma in marketing, business or related field;
- A minimum of three (3) plus years of relevant work experience in marketing, fundraising or direct mail;
- Strong project management skills with high attention to detail and ability to multi-task;
- A solid understanding of metrics, analysis, and effective marketing best practices;
- Demonstrated experience executing successful marketing campaigns with tracked ROI;
- The ability to follow through on timelines, be results-driven and deadline-oriented;
- Superior communication skills, both written and oral;
- The ability to be a self-motivated team player who believes in proactive and transparent communication and frequent collaboration with peers;
- An keen interest in the work and mission of UNICEF Canada, and;
- Experience with Raiser's Edge (an asset)

For consideration, please submit your resume and cover letter to careers@unicef.ca by **March 12, 2018**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Senior Officer, Individual 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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