



## A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

### Manager, Individual Giving

(Permanent; Full-time; based in Toronto)

This role will manage direct mass market fundraising campaigns to retain and grow the individual house donor file, to reactivate lapsed donors, and to acquire new donors. The role requires collaboration with multiple teams and departments within UNICEF Canada, to maximize the value of the Renewal, Acquisition and Survival Gift donor portfolios.

With a specific focus on revenue generation through direct mass market fundraising, the Manager, Individual Giving is accountable for activities and revenue team targets in excess of \$5.84 million annually in one-time gifts through fundraising campaigns for House, Prospect and Survival Gifts donors.

The responsibilities of the position will include:

#### *Revenue Generation, and Project Management (40%)*

- Manage the annual budget and plan, projecting revenue and expense for the One Time Gift (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.
- Manage the development of the Survival Gifts product offering, projections and annual plan; oversee planning for Survival Gift campaigns and post mortems in coordination with the Community Fundraising team.
- 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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- Developing and improving donor experiences to build loyalty
  - Multi-channel campaigns
  - Survival Gift campaigns
  - Voice broadcast messages
  - Urgent appeals in the event of emergency.
- Work closely with the Director, Integrated Fundraising on the acquisition plan to acquire new donors
  - Integrate lapse reactivation activity into the individual donor file program.
  - Project manage multi-channel campaigns including Direct Mail, Email, Social Media and Website updates
  - Project manage and oversee the team working on all day to day activities
  - Manage relationships with key external 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.
  - Work closely with other business units within UNICEF Canada to identify opportunities for efficiencies, innovation, integration or collaboration.

*Data analysis, reporting and expense management (40%)*

- Manage budget for activity within the OTG and 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 Manager, Donor Loyalty to identify high potential (mid-level) House Donors, and develop strategies to encourage movement into Intermediate program.
- Work with Deputy Director, Acquisition to identify high propensity individual Donors, and develop strategies to encourage movement into Monthly Giving.
- Work closely with the Deputy Director, Marketing on media campaign strategy and performance for fundraising campaigns
- Monitor response rates of Donors on an ongoing basis, and develop and implement strategies to encourage renewal and average gifts increases in achievement of annual donor retention goals



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*Administration (20%)*

- Oversee the reconciliation of all invoices for OTG, Survival Gifts to budget.
- 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 Fundraising, Marketing or related field;
- A minimum of five (5) plus years of relevant work experience in a direct marketing or fundraising role;
- Experience managing and mentoring staff;
- Experience managing agency partners to deliver programs;
- A solid understanding of metrics, analysis, and effective fundraising best practices;
- Raiser's Edge experience (an asset);
- Demonstrated experience executing successful fundraising campaigns with tracked ROI;
- The ability to be results-driven and deadline-oriented with follow through on timelines;
- Excellent communication skills, both written and oral;
- Strong project management skills with high attention to detail and ability to multi-task;
- The ability to be a self-motivated team player who believes in proactive and transparent communication, frequently collaborating with peers;
- Knowledge of and interest in the work and mission of UNICEF Canada, and;
- Experience working with bilingual programs, French language skills are considered an asset

*Salary range: \$64,000 to \$75,000 per year.*

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **February 6, 2019**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Manager, 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.

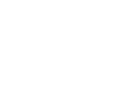
Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.



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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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