



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.

Co-ordinator, Individual Giving

(6-month contract starting in May 2019; Full-time; based in Toronto)

The role of Co-ordinator, Individual Giving is to coordinate direct marketing campaigns to retain and grow the Individual donor file. The role requires coordination with all members of the Annual Giving team, as well as other teams within UNICEF Canada, to maximize the value of the One Time Gift (OTG) portfolio. With a specific focus on revenue generation through direct marketing, this role will assist in activities leading to revenue targets in excess of \$2.94 million in one-time gifts through annual fundraising campaigns.

The responsibilities of the position will include:

Marketing, Revenue Generation, and Project Management (50%)

- Support all aspects of annual solicitation for OTG including house and acquisition programs, as set out in the annual plan. This includes, but is not restricted to:
 - direct mail campaigns
 - Supporting digital activity (landing pages, confirmation emails)
- Coordinate with creative, digital, web, and communications teams internally and production management with vendors.
- Maintain solid, respectful working relationships with key external vendors, including creative team, printer, mail house, Canada Post and telemarketing vendors. This will include assisting in the development of 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.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.

Data analysis, reporting and expense management (30%)

- Provide ongoing reporting for each program/fundraising activity by updating weekly reporting document.
- Ensure data is always entered correctly, following organizational business rules to ensure data integrity.

Administration (20%)

- Track all invoices for OTG 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.

Salary range: \$31,000 to \$36,000 per year.

The ideal candidate will have:

- A university degree or college diploma in marketing, fundraising, or related field.
- A minimum of one (1) year' work experience in marketing, fundraising or direct mail.
- Project management skills with high attention to detail and ability to multi-task.
- A basic understanding of metrics, analysis, and effective marketing best practices.
- The ability to follow through on timelines, be results-driven and deadline-oriented.
- Strong 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.
- Experience with Raiser's Edge (an asset).
- French language skills (an asset).

For consideration, please submit your resume and cover letter to careers@unicef.ca by **May 19, 2019**. Please attach your cover letter (including salary expectations) and resume as one document and reference **“Co-ordinator, 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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