



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, Acquisition

(Permanent; Full-time; based in Toronto)

Reporting to the Director, Monthly Giving, this role is responsible for managing monthly donor acquisition to continue to grow the largest donor segment at UNICEF Canada. This is a new role with a focus on significant growth of new donors and lead generation through direct & digital response channels.

The responsibilities of the position will include:

Acquisition & Partnership Management (55%)

- Develop strategy and business plans in collaboration with Director, Monthly Giving for all aspects of new monthly donor acquisition
- Manage acquisition campaigns across multiple channels including Direct Dialogue, Digital, Tele-Fundraising, & Lead Generation.
- Work with key internal stakeholders and external partners to execute a robust donor conversion & reactivation program
- Lead all day to day aspects of external partner relationships including reporting, training and quarterly business reviews.
- Provide ongoing KPI evaluation, reporting and results optimization
- In partnership with Director, Monthly Giving investigate, evaluate and recommend new acquisition strategies, channels and tactics.

Profitability (25%)

- Manage all relevant budgets including expense management of \$3M-4M annually for donor acquisition activity maintaining and updating detailed monthly financial spreadsheets and forecasts.
- Recommend and test new programs to increase market penetration for acquisition activities within Canada leveraging national and international program best practices.



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

- Deliver analysis of daily, weekly and monthly campaign metrics to enable quicker reaction time for program optimization, gap closing and planning.
- Complete and present marketing analysis of campaigns in order to track progress and improve strategies.

Strategic & Operational Planning (15%)

- Work with the Director and internal & external partners to develop the strategy, annual plan and budget for the Monthly Donor Acquisition portfolio with a focus on managing the overall ROI.
- Participate in annual contract negotiation processes.
- Assess and recommend best practices provided by UNICEF pledge specialists and other UNICEF National Committees.
- Conduct ongoing assessment of acquisition KPIs to identify issues and improve performance.
- Gather industry best practices to recommend and implement new program opportunities and improvements thru regular sector monitoring, networking and collaboration with PFP and other UNICEF National Committees.

Administration and Expense Management (5%)

- Manage quarterly budget planning with quarterly reconciliation for the acquisition portfolio.
- Manage acquisition budget/P&L while collaborating on overall Monthly marketing budget, including maintaining and updating detailed monthly financial spreadsheets and forecasting.
- Provide annual forecast and revenue and expense calendarization of activities within annual operating plan.
- Present weekly status updates on key areas of the program and participate in annual and quarterly performance updates.
- Ensure all documentation regarding expenses, legal agreements/contracts & donor documentation are up to date and accurate.

The ideal candidate will have:

- A minimum of five (5) plus years relevant work experience including experience in customer/donor acquisition.
- A university degree or college diploma in Marketing or related field.
- Strategic & Analytical thinking and financial acumen with an understanding of the key drivers of donor acquisition ROI & Long Term Value.
- Digital marketing experience with an emphasis on acquisition campaigns.
- Experience with business planning, budgeting & forecasting.
- Experience managing multiple internal & external partners to deliver programs and results.



- Experience with contract negotiation and sales training experience.
- Demonstrated experience planning, executing and measuring successful multichannel direct response marketing campaigns with an innovation and test and learn orientation.
- Excellent project management skills with strong attention to detail and the ability to multi-task to deliver quality programs on time and on budget.
- Excellent communication skills, both written and oral.
- Intermediate Excel skills.
- Experience with Raiser's Edge or similar relational database (an asset).
- French language skills (an asset).

Salary Range: \$70,000 to \$80,000

For consideration, please submit your resume and cover letter to careers@unicef.ca by **January 23, 2020**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Manager, Acquisition**" 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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