



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.

Senior Co-ordinator, Annual Giving

(Permanent; Full-time; based in Toronto)

Reporting to the Manager, Annual Giving (Retention), the role of Senior Co-ordinator, Annual Giving is responsible for supporting the day to day activities to grow the annual giving portfolio. 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 Annual Giving portfolio. With a specific focus on direct response fundraising and stewardship programs, this role will assist in activities leading to revenue targets in excess of \$5 million annually.

The responsibilities of the position will include:

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

- Provide project coordination support for annual giving campaigns to existing donors, as set out in the annual plan. This includes, but is not restricted to:
 - Direct mail campaigns
 - Supporting digital activity (email, landing pages)
 - Voice broadcast messages
 - Telemarketing campaigns
- Oversee the development and implementation of stewardship journeys for existing annual giving donors. This includes both regular, mid-level and emergency audiences.
- Provide personalized communication with individual donors as required, which includes, but is not limited to thank you notes to Intermediate level donors.
- Coordinate with other business units within UNICEF Canada to support opportunities for integration or collaboration.
- 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.



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%)

- Review weekly gift reports and dashboards to monitor trends
- Provide ongoing reporting and analysis for each program/fundraising activity by updating monthly reporting documents which includes, but is not limited to budget to actual expense and revenue documents, campaign reporting, and retention by audience reporting
- Ensure data is entered correctly, following organizational business rules to ensure data integrity.

Administration (20%)

- Track all invoices for the Annual Giving portfolio
- 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.

The ideal candidate will have:

- A university degree, college diploma or equivalent years' work experience in marketing, business or related field.
- A minimum of one (1) to two (2) years' work experience in marketing, fundraising or direct mail.
- Strong organization and time management skills and the 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.
- Good 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.
- A keen interest in the work and mission of UNICEF Canada.
- Microsoft Office proficiency (Excel, PowerPoint, and Word).
- Experience with Raiser's Edge (an asset).
- Digital experience (an asset).
- French speaking (an asset).

Salary range \$40,000 to \$45,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **May 24, 2021**. Please attach your cover letter (including salary expectations) and resume as document and reference "**Senior Co-ordinator, Annual 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 Safeguarding Policy, the successful candidate must receive clearance by a police background check, including a vulnerable sector screen.



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



UNICEF Canada is an inclusive workplace and is committed to championing diversity, equity, inclusion and accessibility. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.



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

