



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, Monthly Giving Campaigns

(contract until January 2022; Full-time; based in Toronto)

The role of Manager, Monthly Giving Campaigns is to manage the day to day activities of Monthly donor acquisition as it relates to 2021 Direct Response Television (DRTV) campaigns and the Mass Market-Integrated End of Year Campaign.

Working closely with the Director, Monthly Giving, this role will lead campaign activities related to Monthly Donor Acquisition via DRTV, related Digital advertising and other channels as required. The Manager will play a key role in creative development of the campaign as well tracking, measurement and optimization. There will also be opportunities to contribute to other projects related to Monthly Donor acquisition activities as required.

The role requires collaboration with multiple teams and departments within UNICEF Canada and external agencies to ensure success.

With a specific focus on new Monthly Donor acquisition and revenue generation through direct mass market fundraising, this role is accountable for activities to acquire over 1,000 new Monthly Donors and related revenue targets. In addition the Manager will work closely with the Annual Giving Team to meet One Time Gift objectives.

The responsibilities of the position will include (but not limited to):

Revenue Generation, and Project Management (50%)

- Manage the DRTV & End of Year Campaign budget and plan, including revenue and expense for the program, 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.



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- Working closely with the Director, Monthly Giving and members of the cross-functional project team, contribute to all aspects of Mass Market End of Year Campaign as set out in the Campaign Plan with a focus on Monthly Donor Acquisition. This includes but is not restricted to:
 - DRTV
 - Digital
 - Other channels as required
- Work with Key members of the project team on creative development, test and learn process related to DRTV and contribute to other related activities. In collaboration with internal teams, manage monthly donor acquisition activities for multi-channel, mass market fundraising campaign to ensure programs are delivered within scope, budget and timelines.
- Manage day to day relationship with DRTV agency. This will include developing project briefs, ongoing communication throughout the campaign, appropriate follow-up at campaign end, as well as ongoing communication to ensure strong relationships.

Data analysis, reporting and expense management (40%)

- Manage budget for campaign/project activity including maintaining and updating detailed monthly financial spreadsheets and forecasting and vendor budgets.
- Using data from multiple sources, provide ongoing reporting and analysis for the overall campaign/project and each fundraising activity, and take corrective action where necessary. Use findings to drive recommendations and decision-making going forward.
- Work with internal partners and media agency to create and maintain accurate and timely DRTV spot and campaign reports.
- Work with Business Solutions Team, DRTV agency and UNICEF DRTV Specialists to determine attribution methodology and related reporting.
- Work with internal data team to analyze data and develop appropriate reporting tools to better understand supporters and improve overall campaign performance.
- Work closely with the Marketing & Digital Marketing team on media campaign strategy and performance
- Complete post analysis presentations as required.

Administration (10%)

- Oversee the reconciliation of all invoices for the DRTV and End of Year Campaigns including DRTV creative, production and media spend.
- Present weekly status updates on key areas of the programs.
- Monitor weekly gift report to ensure accurate gift/appeal allocation and request updates when necessary.



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The ideal candidate will have:

- A university degree, college diploma or equivalent years' work experience in Fundraising, Marketing or related field;
- A minimum of four (4) to five (5) years of relevant work experience in a direct marketing or fundraising role;
- Experience managing Direct Response Television & broadcast media (an asset);
- Experience working as part of a cross functional team to drive results;
- 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 Acquisition 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;
- Demonstrated strong financial acumen, budgeting and data analysis
- Knowledge of and interest in the work and mission of UNICEF Canada, and;
- Experience working with bilingual programs and French language skills (an asset).

Salary range: \$62,000 to \$73,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **June 29, 2021**. Please attach your cover letter (including salary expectations) and resume as one document and reference **"Manager, Monthly Giving Campaigns"** 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 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.



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