



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, Annual Giving (Survival Gifts & Tribute Programs)

(Permanent; Full-time; based in Toronto)

The role of Manager, Annual Giving (Survival Gifts and Tribute Programs) is to lead and manage the Survival Gifts and Tribute Programs portfolio and this role will work closely with the Director, Annual Giving to grow both programs. This portfolio encompasses acquisition, retention and value max audiences across multiple channels with a focus on digital growth.

This role requires collaboration with multiple teams and departments within UNICEF Canada as well as manage external partners to lead campaigns and maximize new and existing donor value. With a specific focus on revenue generation through direct and digital marketing, this role is accountable for revenue targets in excess of \$1.6 million.

The responsibilities of the position will include:

Marketing, Revenue Generation and Project Management (50%)

- Develop the strategy and business plans in collaboration with the Director, Annual Giving for all aspects of Survival Gifts and Tribute programs. This includes but is not restricted to:
 - Multi-channel and integrated campaign
 - Urgent campaigns in the event of an emergency
- Develop and manage the annual budget and plan, projecting revenue and expense for the Survival Gifts and Tribute programs, 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 all aspects of the Annual Giving Survival Gift programs, as set out in the annual plan. This includes but is not restricted to:
 - Multi-channel campaigns
 - Urgent appeals in the event of an emergency that align with Survival Gifts
- Manage relationships with key external vendors to ensure campaign development



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and build strong relationships.

- **Oversee the strategy and project management of all aspects of Survival Gift and Tribute programs; this includes but is not limited to all print, email, digital and out of home media campaigns:**
 - Continue to grow the Survival Gifts program including positioning during emergencies
 - Develop donor journeys for key audiences within the portfolio to improve retention and engagement
 - Oversee the Tribute Giving for In Memory and In Honour programs, including opportunities to optimize and grow the program
 - Develop strategy for campaigns
 - Explore best practices and learning from other UNICEF National Committees (NatComs) to incorporate into CUC programs
- Lead a cross functional team to ensure successful launch, optimization and reporting on campaign metrics.
- Brief internal staff on all in-market campaigns, including samples of creative materials and FAQ's, and provide periodic updates where appropriate.

Data analysis, reporting and expense management (40%)

- Develop and Manage the budget within the Annual Giving Survival Gifts and Tribute programs, including maintaining, updating detailed monthly financial spreadsheets and forecasting and vendor budgets.
- Using data from multiple sources, 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.

Administration (10%)

- Oversee the reconciliation of all invoices for the Survival Gifts and Tribute Programs.
- Present weekly status updates on key areas of the programs.
- Oversee the set up and tracking of the Survival Gift program with Business Solutions, International Policy and Programs and Supply Division.

The ideal candidate will have:

- A university degree, college diploma or equivalent years' work experience in in Fundraising, Marketing or related field.
- A minimum of 4-5 years relevant work experience in a direct marketing or fundraising role.



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- Experience managing digital programs.
- Experience managing agency partners to deliver programs.
- Previous experience in fundraising, loyalty marketing, direct mail or communications.
- Demonstrated experience executing successful marketing campaigns with tracked ROI.
- The ability to be results-driven and deadline oriented with the ability to follow through on timelines.
- Superior communication skills, both written and oral.
- Strong organization skills with high attention to detail and ability to multi-task.
- A solid understanding of metrics, analysis, and effective marketing best practices.
- Knowledge of Raiser's Edge (an asset).
- 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 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 **December 14, 2021**. Please attach your cover letter (including salary expectations) and resume as one document and reference **“Manager, Annual Giving (Survival Gifts & Tribute Programs)”** 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 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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