



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 Manager, Annual Giving (Acquisition & Emergencies)

(Permanent; Full-time; based in Toronto)

The role of Senior Manager, Annual Giving (Acquisition & Emergencies) is to lead and manage the Acquisition Annual Giving portfolio and lead emergency mass market fundraising campaigns. The Senior Manager will work closely with the Director, Annual Giving to grow acquisition programs, identify new audiences and opportunities with a focus on digital channels which make up 85% of the portfolio. This position plays an important role in the organization's digital transformation journey growing the mass market donor base that feeds Retention, Pledge and Legacy pipelines.

UNICEF is a global organization and Canada is a diverse nation. This role is important in shaping the strategies and campaigns to engage and attract new donors who represent people in Canada and the communities that UNICEF serves. UNICEF responds to hundreds of emergencies around the world every year. This role will be required to activate and lead emergency fundraising campaigns.

This role requires both agility and expertise to respond to market trends to maximize revenue, improve cost per donors and return on investment while focusing on acquiring donors with long term value. With a specific focus on revenue generation through direct mass market fundraising, the Manager is accountable for activities and revenue team targets up to \$5 million annually in one-time gifts through fundraising campaigns. The role requires collaboration with multiple teams and departments within UNICEF Canada, to maximize the value of the Acquisition portfolios.

The responsibilities of the position will include:

Marketing, Revenue Generation and Project Management (40%)

- Develop the strategy and business plans in collaboration with the Director, Annual Giving for all aspects of new annual giving donor acquisition, including the first three months of the new donor onboarding journey. This includes but is not restricted to:
 - Multi channel and integrated campaign



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- Urgent campaigns in the event of an emergency
- Develop and manage the annual budget and plan, projecting revenue and expense for the Acquisition program, 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 Acquisition 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
- Managing the Officer, Acquisition, oversee all aspects of annual program, as set out in the annual plan. This includes, but is not restricted to:
 - Developing and improving donor experiences to build loyalty
 - Multi-channel campaigns for both OTG and Legacy Hand raisers
 - Urgent appeals in the event of emergency.
- Oversee the strategy and project management of Emergency Campaigns for acquisition audiences. This includes being ready to activate in sudden onset emergencies.
- Support Emergency program for value max campaigns of existing donors in coordination with the Manager, Annual Giving (Retention).
- Integrate deeply lapsed reactivation activity into the acquisition program.
- Manage acquisition campaigns across multiple channels including both online and offline programs. This includes the project management of all day to day activities for multi-channel mass market fundraising campaigns including Direct Mail, Email, Social Media and Website updates to ensure programs are delivered within scope, within budget and within timelines.
- Lead all aspects of external partner relationships including develop and oversee integrated campaigns, setting strategy, objectives, KPI's ensuring clear communication and coordination across teams. Manage relationships with key external vendors. This will include developing project briefs, ongoing communication throughout the campaign and appropriate follow-up at campaign end, as well as ongoing communication to ensure strong relationships.
- Work with key internal stakeholders and external partners to execute a robust donor acquisition program.
- Work closely with other business units within UNICEF Canada to identify opportunities for efficiencies, innovation, integration or collaboration.

Data analysis, reporting and expense management (40%)

- Develop and Manage the budget within the Annual Giving Acquisition and Emergency fundraising 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.



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- 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.
- Work with the Manager, Annual Giving (Retention) to develop strategies to improve second gift retention.
- Plan and work together with Manager, Acquisition on the Pledge team on integrated acquisition campaigns.
- Work closely with the Marketing team on media campaign strategy and performance for fundraising campaigns.

Administration (10%)

- Oversee the reconciliation of all invoices for Annual Giving Acquisition to budget.
- 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.

People Management (10%)

- Develop an effective, motivated team to achieve common goals with clearly defined accountabilities which are aligned with overall strategy.
- Recruit, retain and develop an effective and motivated team to achieve common team goals.
- Conduct goal setting planning as well as quarterly and year end performance reviews for direct reports as established by organization processes.
- Encourage, coach and foster opportunities for development and personal growth.
- Support employee engagement strategies as required.

The ideal candidate will have:

- A university degree, college diploma or equivalent years' work experience in Fundraising, Marketing or related field;
- A minimum of seven (7) plus years of relevant work experience in a direct marketing or fundraising role;
- Experience leading and managing digital programs;
- Experience managing and mentoring staff;
- 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 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;



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- 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: \$72,000 to \$87,000 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 “**Senior Manager, Annual Giving (Acquisition & Emergencies)**” 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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