



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, Monthly Giving

(Permanent; Full-time; based in Toronto)

Reporting to the Director, Monthly Giving, the role of Senior Co-ordinator, Monthly Giving is responsible for supporting the day to day activities of the monthly giving portfolio. The role requires coordination with all members of the Monthly Giving team, as well as other teams within UNICEF Canada, to help acquire, grow revenue and steward Monthly Donors. With a focus on Digital and direct response fundraising and donor stewardship, this role will support the team in reaching it's significant revenue targets.

The responsibilities of the position will include:

Marketing, Revenue Generation, and Project Management (55%)

- **Pledge Team**
 - Assist with managing donor survey responses and triage with Donor Care team as required.
 - Manage the donor inquiry tracking and response process with all internal & external partners & liaise with Donor Services on issues or concerns.
 - Facilitate the internal French Translation process for all materials.
- **Acquisition**
 - Assist the Senior Manager with project coordination and channel support for monthly giving acquisition activities, as set out in the annual plan. This includes, but is not restricted to:
 - Face to Face campaigns
 - Supporting digital activity
 - Telemarketing campaigns
 - Assist with day to day management of external partners e.g. face to face, telemarketing and other agencies as required.
 - Provide support on territory tracking for Face to Face partners.



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- Update webpages as required.
- Liaise between partners and internal teams to troubleshoot and problem solve any data issues to ensure campaigns run smoothly and results are accurate.
- Update internal and external information documents e.g. FAQs.
- Update inventory tracking and coordinate shipments
- *Retention & Value Maximization*
 - Support the Manager, Retention with project coordination for monthly donor stewardship activities, including creating and submitting data requests.
 - Assist with the execution and updating of donor journey touchpoints as needed on a quarterly basis.
 - Assist with managing Pledge Ongoing stewardship inventory, including managing inventory trackers and coordinating inventory restock with external vendors.
 - Provide personalized communication with individual donors, liaising with Donor Engagement and Administration as required.
 - Assist with the ongoing execution of internal and external fundraising programs via Telemarketing, SMS and email, including coordination on quarterly script reviews and approvals for ongoing programs.
 - Provide support to Manager and Officer on day-to-day tasks e.g. weekly and monthly Raiser's Edge (RE) queries and reports, retention reporting.

Data analysis, reporting and expense management (30%)

- Develop queries and maintain regular reports and dashboards to help monitor overall trends working with the Business Solutions team as required.
- Provide other reporting for each program/fundraising activity as assigned from time to time.
- Ensure all data is entered correctly, following organizational business rules to ensure data integrity.
- Conduct regular competitive reviews of other monthly giving programs and present key findings and learning.

Administration (15%)

- Track all invoices for the Monthly Giving portfolio.
- Maintain and update team file structure as required.
- Present weekly status updates on key areas of the program to manager as assigned.
- Assist in the development of meetings including agendas, notes and follow-up for ongoing acquisition & retention activities.
- Update weekly memo for pledge team.
- Other team functions as required e.g. appeal code requests & tracking,



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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' relevant work experience in marketing, fundraising or direct & digital marketing.
- 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 media experience (an asset).
- French language skills (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 **January 25, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Senior Co-ordinator, Monthly 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 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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