



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.

Officer, Annual Giving (Acquisition)

(Permanent; Full-time; based in Toronto)

The Officer, Annual Giving (Acquisition) will support direct and digital response acquisition programs through compelling propositions and creating outstanding supporter experiences. Reporting to the Senior Manager, Annual Giving (Acquisition and Emergencies), the Officer will support ongoing campaigns, emergency campaigns and legacy hand raiser campaigns with a focus on digital channels. As an emergency based humanitarian organization, the role requires both agility and expertise to respond to market trends to maximize KPIs. This role requires coordination with multiple teams and departments within UNICEF Canada as well as external partner including vendors.

With a specific focus on new audiences, the Officer will support revenues in excess of \$2.7M, acquiring over 30,000 new supporters and 3,500 legacy leads annually. This position plays an important role in growing the mass market Acquisition donor base that feeds Renewal, Pledge and Legacy pipelines.

The responsibilities of the position will include:

Marketing, Revenue Generation and Project Management (60%)

- Work closely with the Senior Manager to support acquisition campaigns within the Annual Giving portfolio 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 that include but is not restricted to Direct Mail, Email, Paid Digital and Website updates to ensure programs are delivered within scope, within budget and within timelines. This includes, but is not restricted to:
 - Planning and implement acquisition campaigns across a range of media in line with planned budgets and targets ensuring campaign deadlines are met.



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- Campaign set-up such as briefing agencies, updating web pages, submitting data requests and leading on the creative review process for internal approvals.
- Working with the Digital Marketing team and the Business Solutions team to ensure all related program web pages are up to date.
- Keeping up to date regular results reporting to ensure we are maximizing opportunities to reach our ambitious targets.
- Developing and improving donor journeys to build loyalty.
- Working with key internal and external stakeholders on a day-to-day basis to execute a robust donor acquisition program.
- Support the activation of sudden onset emergency campaigns to acquire new donors.
- Working closely with the Senior Manager, Annual Giving (Acquisition and Emergencies) and the Development Manager (Legacy), support all aspects of the mass market legacy programs, as set out in the annual plan. This includes, but is not restricted to:
 - Developing and improving donor experiences to build loyalty
 - Coordinating audiences and integrated campaigns
 - Conversion programs
- Support the development, execution and optimization of new supporter journeys for key audiences including the new donor journey and the hand raiser journey.
- Identifying opportunities for testing and innovation to maximize campaign and program performance.
- Coordinate with internal business units within UNICEF Canada for integration and collaboration.
- Brief internal staff on all in-market campaigns, including samples of creative materials and FAQ's, and provide periodic updates where appropriate.
- Coordinate with key external vendors to ensure campaign development and build strong relationships.

Data analysis, reporting and expense management (40%)

- Track and process all invoices for acquisition programs.
- Manage marketing budget for activity within the retail and tribute programs portfolio including maintaining and updating detailed monthly reporting.
- Provide ongoing reporting and analysis for each program/activity and review with reporting manager to determine corrective action where necessary to optimize revenue/expense ratio.
- Work with the Business Solutions to set up appeal codes as well as to develop appropriate reporting tools, data insights to better understand our supporters and improve program performance.
- Monitor and track legacy leads through moves management analysis.
- Support the development of post-analyses for campaigns upon completion and offer recommendations when necessary to improve future campaigns.



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The ideal candidate will have:

- A post-secondary degree or college diploma in Fundraising, Marketing or related field, or equivalent number of year's work experience.
- A minimum of 2-3 years' relevant work experience in direct marketing or fundraising.
- Experience supporting digital programs.
- Demonstrated experience executing successful direct response campaigns with tracked ROI.
- The ability to be results-driven and deadline oriented with the ability to follow through on timelines.
- Superior communication skills.
- 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).
- Experience working with bilingual programs and French language skills (an asset).
- Knowledge of and interest in the work and mission of UNICEF Canada.

Salary range: \$43,500 to \$51,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **July 15, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Officer, Annual Giving (Acquisition)**" 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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