



DIGNITAS

## JOB DESCRIPTION

<b>Job Title:</b>	Development Officer
<b>Reports To:</b>	Manager of Annual Giving & Stewardship
<b>Contract:</b>	Full-time permanent
<b>Start Date:</b>	August 27 <sup>th</sup> , 2018
<b>Location:</b>	Toronto, Canada
<b>Annual Salary:</b>	Level 2 Range: \$48,000 to \$58,000 to commensurate with qualifications and experience with a generous medical and health benefits package plus 4 weeks vacation

**DIGNITAS INTERNATIONAL** is a global medical and research organization dedicated to transforming patient health and health care systems for the most vulnerable people. By working in partnership with patients, health workers, researchers, and policymakers, we aim to realize this vision by tackling the barriers to health care in resource-limited settings. Combining frontline expertise and rigorous research, we save lives and defend the health and dignity of the world's most vulnerable by increasing access to care, strengthening health systems, and shaping health policy at the regional and international levels. Reporting to the Manager of Annual Giving and Stewardship, the **Development Officer** will be an integral member of the fundraising team and is responsible for annual fund goals.

### Duties and Responsibilities

The principle focus of this position will be the implementation of Dignitas' annual Signature Events and the execution of multi-channel fundraising to grow renewal and acquisition of one-time, single gift, monthly, middle and major gifts using conventional outreach and direct digital marketing.

#### Annual Fundraising (40% of time)

- Acquire new individual donors from multi-channel fundraising programs (e.g. online platforms)
- Investigate new trends and opportunities in direct & mass marketing to improve donor retention.
- Manage online engagement strategy including creating campaign or event-related e-blasts and quarterly e-newsletters
- Enhance strategies for lapsed donor reactivation and explore opportunities for acquisition efforts.
- Execute on direct marketing appeals including but not limited to: direct mail campaigns, online fundraising & crowdsourcing platforms, e-blasts and corporate/foundation fundraising proposals.
- Manage Google Ad Words grant and SEO tactics to increase donor engagement and conversion on website
- Participate in weekly Development team meetings
- Prepare relevant Board Reports, contribute to ¼ CEO reports, participate in annual planning and budgeting

### **Signature Events (40% of time)**

- Develop and implement annual signature events (including film screenings, panel discussions, participatory events, etc.)
- Manage the Give a Day Campaign (GAD) including the management of relationships with key stakeholders including the Stephen Lewis Foundation, law firm contacts, and others
- Drive the growth of GAD campaign through new elements and the recruitment of new law firms.
- Develop a Dignitas YOUTH fundraising campaign in order to increase acquisition and giving levels.
- Coordinate Dignitas Pivot Group (Leadership Donor Circle) events, managing the team members and volunteers to execute successful and memorable events for donors and stakeholders.
- Ensure logistics for each event are managed and implemented
- Manage budgets and keep track of expenses, invoices, and payments for all events
- Liaise with event coordinators, venue managers, vendors, etc. for all events
- Work with graphic designer and communications team members to create sponsorship materials, signage and collateral.
- Proactively promote, respond to and support third party community fundraising initiatives

### **Supporter Services (20% of time)**

- Ensuring that all donors are appropriately acknowledged and thanked, promptly issued receipts/acknowledgements, and kept engaged
- Prepare donor stewardship reports
- Maintain content on Dignitas Website
- Provide a quarterly metrics report on website, e-blasts, and online community growth
- Manage donor database, record keeping and monthly reconciliation process with finance team
- Answer and promptly address donor calls and emails, maintain a log of inquires within donor profiles.
- Ensure the implementation of donor recognition standards and procedures.
- Supervise volunteers and interns helping in the department
- Develop, coordinate, and record individual donor correspondence as needed.

### **Qualifications:**

- Minimum 2 years' experience in developing, implementing and monitoring giving/donation plans including direct mail, monthly giving, online and social media solicitation and stewardship.
- Post-secondary diploma/degree in fundraising or related discipline is desirable.
- Experience coordinating complex campaigns and projects with a variety of stakeholders (donors, volunteers, etc.)
- Demonstrated ability to lead fundraising events including planning, implementation and conversion
- High performing competency in Power Point, Mail Chimp, Adobe InDesign, Photoshop, Wordpress required and basic HTML an asset. Experience with CRM's (preferable DonorPerfect)
- Experience using social media and online fundraising/donor communications platforms would also be an asset.
- Demonstrates Dignitas' core values of integrity, excellence, equity, innovation & learning, collaboration & partnership
- Excellent written and verbal English language skills, as well as strong interpersonal skills. Proven ability to write compelling proposals. Well organized and detail oriented
- Strong time management and coordination skills with the ability to independently schedule and prioritize multiple tasks. High energy, positive "can-do" attitude, with a high degree of initiative and flexibility.

*Note: This job may require other responsibilities and duties as assigned by Director of Development & Communications*