

Manager, Development & Communications

Reports to: Executive Director
Location: Toronto
Contract type: Permanent - Fulltime
Anticipated start date: March 2019
Direct Reports: Digital Marketing Officer
Salary: \$62,500 - \$72,500

The Manager, Development & Communications will lead the private fundraising team with the shared goal of galvanizing supporters and growing multi-channel annual revenue while promoting strong reporting and stewardship.

Key Responsibilities include:

Manager, Development & Communications is a senior position that will lead the fundraising team through both growth and rebranding of Dignitas International. The successful candidate will work closely with the Executive Director, Malawi Country Director and the New Business Specialist. Key responsibilities include developing and implementing donor-centered fundraising strategies for the Private Fundraising Portfolio (foundations, corporations, individuals and special events) ensuring a high degree of professionalism, innovation, and excellence, which drive to achieve fundraising targets.

The principle focus of this position will be the planning and 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. This newly created position will have active involvement in the implementation and evaluation of digital components and will play a major role in the nurturing and maintaining of strong donor relationships.

- Determining and implementing stewardship strategies for existing donors;
- Identifying donors with propensity to increase their giving level and developing cultivation and solicitation strategies;
- Assuring that solicitations and Stewardship is tracked and meets annual targets
- Ensuring that all donors are appropriately acknowledged and thanked, promptly issued receipts/acknowledgements, and kept engaged (in consultation with Digital Officer)
- Participating, as needed, in donor meetings to support with stewardship and solicitation
- Preparing and conducting performance reviews for direct report
- Acquire new individual donors from multi-channel fundraising programs (e.g. online platforms)
- Arrange face-to-face meetings with donors
- Manage online engagement strategy including creating campaign or event-related e-blasts and quarterly e-newsletters with support from Development Officer and Digital Officer
- Manage Google grants and SEO tactics to increase donor engagement and conversion on website.
- Investigate new trends, innovations and opportunities in direct & mass marketing to improve donor retention. Enhance strategies for lapsed donor reactivation and explore opportunities for acquisition efforts.
- Write and bring to online publish key annual stewardship reports such as Year in Review and Annual Report

- Manage and deliver on direct marketing appeals including but not limited to: direct mail campaigns, online fundraising & crowdsourcing platforms, e-blasts and corporate/foundation fundraising proposals.
- Provide a quarterly metrics report on website, e-blasts, and online community growth

Management Responsibilities:

- Active participation within Management Team
- Lead on weekly inclusive Development team meetings
- Prepare relevant Board Reports, participate in annual planning and budgeting
- Foster a positive team culture, and building trusting, collaborative, respectful and productive internal and external relationships to deliver results and further organizational success;
- Direct and manage Digital Marketing Officer to develop and implement Annual Events, Fundraising Campaigns and program evaluation (KPI development and monitoring);
- Work with the Digital Marketing Officer to ensure that information is appropriately and efficiently captured and shared with other members of the Development Team
- Manage & oversee maintaining accurate donor records
- Optimize digital marketing channels and monitor strategy and campaigns
- Manage CRM vendor relationship

Note: This role may require other responsibilities and duties as assigned by Executive Director

QUALIFICATIONS:

- Minimum 5 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.
- Strong spoken and written communications skills in English, with the ability to communicate clearly and concisely in a mature and professional manner.
- Affinity with Dignitas International's mission to ensure the right to health for all
- Experience in global health and/or an international non-profit an asset
- Competency in CRM (DonorPerfect), Word, Excel, Power Point, Mail Chimp required, and a working knowledge of Adobe InDesign, Photoshop, Wordpress and basic HTML are an asset.
- Experience using social media and online fundraising/donor communications platforms including DonorPerfect, Google Analytics, and Facebook Business Manager is an asset
- Well organized and detail oriented.
- Great initiative, teamwork, and ability to work well under pressure
- Confident interpersonal skills with proven management skills.