

Job Description

Title: Annual Giving Coordinator

Location: Remote – anywhere in Canada

Salary: \$50,000-\$65,000 per annum commensurate with experience, 3 weeks of vacation, benefits and a 4-day work week

Status: Permanent, Monday-Thursday 9 am – 5pm ET

Reporting to: Executive Director

Travel: Travel within Canada and to the UK may be required from time to time

About ShelterBox Canada:

ShelterBox provides shelter, essential items and technical assistance to help some of the world's most vulnerable people recover and rebuild their homes after disaster. We listen and adapt our support to the needs of each community, working together with those affected by disaster, alongside our supporters and partners.

ShelterBox is committed to working towards a future where no one goes without shelter after disaster. As conflict, climate change and rapid onset disasters are displacing more than ever before, we have our work cut out for us. ShelterBox is headquartered in the UK. ShelterBox Canada is one of 13 affiliates around the world focused on raising awareness and funds for our vital aid.

Role Objectives:

Working closely with the Executive Director and our small staff team, you will help to deliver ShelterBox's Annual Giving strategy, recruiting new supporters as well as developing long-term meaningful relationships with existing supporters. This will involve managing a busy and varied workload of national campaigns, with specific responsibility for donor recruitment, retention and development across a variety of traditional and digital channels.

The Ideal Candidate:

The ideal candidate will have at least three years of fundraising experience in individual giving, and experience fundraising for an international charity is considered a strong asset.

They will bring a wealth of experience creating and executing direct mail campaigns, multi-channel fundraising campaigns and have strong knowledge of digital fundraising. They will also have experience monitoring the effectiveness of campaigns and reporting against project plans and budgets.

They will have strong knowledge of best practice around donor stewardship, and donor centric communications, and have experience implementing segmented donor journeys and communications.

They will have exceptional communication and interpersonal skills and be highly organized with strong attention to detail. They will work well in a remote team environment and be able to work towards multiple deadlines and goals.

Knowledge of the humanitarian sector, and experience using WordPress, Adobe Creative Cloud, and/or Keela CRM are considered an asset.

Responsibilities:

Fundraising Campaigns

- Produce and manage multichannel direct marketing campaigns, email appeals and other donor communications for ShelterBox's individual annual gifts, monthly gifts, and mid/major level donors within agreed timescales and budgets.
- Develop effective campaign structure, including data tracking and segmentation to personalize campaigns and improve donor retention.
- Create and update campaign pages on the website, and other external channels.
- Manage the day-to-day relationships with external agencies to ensure the timely delivery of mailed and telemarketing campaigns.
- Work with the Executive Director to design and test new creative approaches to maximize campaign results.
- Produce and proof copy, artwork, and data, ensuring that creative is delivered to highest standard of quality.
- Monitor and analyze data reports to adapt and improve strategies or future campaigns.

Ongoing fundraising activities

- Manage online and offline multi-channel fundraising activities including individual giving, monthly gifts, mid/major level donors and legacy giving.
- Produce regular communications, updates, and stewardship pieces for donors.
- Liaise and build relationships with internal stakeholders to ensure effective communication and a collaborative approach around the development and delivery of campaigns.
- Create and execute strategies for acquisition, re-engagement, and retention of donors.
- Carry-out and update a variety of donor journeys to maximize lifetime value of supporters including new recruits, regular givers, and legacy donors.
- Work with the Executive Director to manage the relationships and stewardship plans for mid level and major donors, including prospect research, and personalized cultivation plans.
- Implement the major disaster appeal plan for individual giving during any high-profile disasters.
- Work with the Database and Donor Relations Coordinator to report on key fundraising metrics and out-puts.
- Keep up to date with developments in the fundraising sector, particularly in relation to best practice and compliance regulation and ensure these are followed.

ShelterBox Canada is committed to championing equity, diversity and inclusiveness in everything we do. ShelterBox Canada especially welcomes applications from members of equity

seeking groups including Indigenous persons, women, transgender, non-binary individuals, 2SLGBTQI+ individuals, persons with disabilities, members of racialized and marginalized groups. We also strongly encourage applications from qualified candidates that have lived experience in disaster and conflict affected communities.

All ShelterBox Canada team members are expected to contribute to an inclusive work environment and to incorporate anti-racism, anti-oppression, intersectionality, gender mainstreaming, inclusion and accessibility practices into all aspects of your role.

If you have a disability which may affect your ability to apply or perform in this role, please email us at hr@shelterboxcanada.org and we would be happy to discuss what accommodations or modifications can be made to meet your needs.

We know that preparing for an interview takes time and labour so we will compensate candidates who interview with us at a fixed rate of \$20 per interview.

To Apply

Please send a PDF answering the following questions, and your resume to hr@shelterboxcanada.org by September 30 at 5pm EDT.

1. What is one thing that motivates you the most about this position at ShelterBox Canada, and what is one thing that you see as a potential challenge related to this role? (max 250 words)
2. The Annual Giving Coordinator role is fundamental to the growth of ShelterBox Canada. Please describe your experience writing and executing multi-channel fundraising campaigns, highlighting any particular success you have had with direct mail or email communications (max 250 words)
3. What is most important to you when communicating with warm supporters – what considerations do you make before sending out e-appeals or newsletters? (max 250 words)
4. This role requires building and maintaining relationships with our supporters. Please describe your previous experience initiating, cultivating, building and sustaining relationships with important supporters (max 250 words)
5. Why is Equity, Diversity and Inclusion important to you, and how would you champion EDI in this role? (max 250 words)