## Job Title

**Development Officer, Mid-Level Giving**

## Impact Statement

This Development Officer is responsible for leading the growth and integrity of MSF Canada’s Mid-Level Donor campaign through engagement, recognition, and acknowledgement of MSF Canada’s Mid-Level Donors. Reporting to the Strategic Partnerships Manager and working closely with other members of the Fundraising team, the Development Officer, Mid-Level Giving supports with the engagement, stewardship, and administration of all Mid-Level Donors – with a specific focus on Individuals and Family Foundations giving gifts of $5,000 - $9,999.99/year, and supporting other members of the Strategic Partnerships team with the management of donors giving gifts of $10,000 or higher/year. The Development Officer, Mid-Level Giving, in conjunction with the Strategic Partnerships team and Mass Marketing Unit, maps and coordinates a comprehensive engagement and stewardship program, striving to exceed donor expectations and communicate MSF operations and values effectively.

## Key Responsibilities

- **Donor Engagement and Portfolio Management/Support**
  - Oversee MSF’s Mid-Level donor portfolio (specifically donors giving annual gifts of $5000 - $9,999.99), engaging, cultivating, and soliciting individual donors primarily via phone, email and mail, nurturing donor relationships to boost loyalty and uncover opportunities for fundraising growth
  - In collaboration with other members of the Strategic Partnerships team, develop and assist in the execution of cultivation, solicitation, and stewardship strategies for select MSF donors giving annual gifts of $10,000 or higher
  - Lead in the development and execution of stewardship strategies for MSF’s Mid-Level donor portfolio (specifically donors giving annual gifts of $5,000 - $9,999), thanking donors via phone, email and mail, fielding donor inquiries and when appropriate facilitating meetings between donors and MSF donor relationship managers

- **Campaign Development and Execution**
  - In coordination with the Mass Marketing Unit, support in the development and execution of fundraising campaigns aimed primarily at cultivating and soliciting support from MSF’s portfolio of mid-level donors and prospects, via a multi-channel approach, including direct mail, telemarketing and digital campaigns
  - Contribute ideas and experience to support messaging development, design and processes for mid-level donor communications and engagement across the Marketing team

- **Portfolio Management and Administration**
  - In coordination with external vendors, manage the fulfillment, acknowledgement and receipting of all Mid-Level gifts
  - Assist in the maintenance and updating of donor records on the database including contacts with donors, correspondence sent, thank you calls, event attendance, and meetings
- Maintain accurate and complete records of donor and gift data in compliance with CRA regulations and internal fundraising and finance guidelines
- Coordinate with external vendors, contacts and internal team members regarding mid-level donors and gift data
- Assist the Strategic Partnerships team with the coordination of MSF donor events as required

**Other Assigned Duties**
- Assist with various duties related to fundraising, including gift administration and processing, and providing support to other Philanthropy units as required

**Job-Specific Responsibilities**

**Campaign coordination; knowledge of fundraising campaign planning and execution; ability to use this knowledge to support mid-level campaign appeals across a variety of channels**

- Support the Strategic Partnerships Manager to plan and execute key marketing activities including direct mail, telemarketing, digital campaigns with a focus on upgrading, renewing, and acquiring new mid-level donors
- Work closely with members of the Mass Marketing Unit to ensure Mid-Level donors are engaged, cultivated, and solicited via select direct marketing campaigns
- Manage incoming donor requests, inquiries, and complaints. Keep donor records up to date and ensure data integrity is maintained
- Track and coordinate payment for associated expenses, monitoring budget and results
- Synthesize results to report on campaign activities related to the mid-level portfolio

**Systems and processes support; ability to collaborate with team members and vendors to ensure timely donation processes and fulfillment; strong data and detail orientation**

- Support the timely and accurate provision of data to vendor partners in order to carry out campaigns, considering appropriate audiences and segmentation, coding and tracking.
- Collaborate with the loyalty coordinator to develop and support the ongoing delivery of a meaningful donor communications.
- Work with the Raisers Edge CRM system and Fundraising Database Coordinator to ensure the timely stewardship/thank you/acknowledgement of Mid-Level gifts.

**Relationship building and vendor management; Exceptional interpersonal and communication skills, with the ability to build excellent working relationships with donors, colleagues and suppliers.**

- Attend regular check ins and meetings to review program performance and to support improvements from vendor partners.
- Work alongside fundraising colleagues and other MSF Canada departments to ensure campaign integration and cross-departmental collaboration.
- Contribute to annual planning and reporting discussions for the Philanthropy Unit.

**Core Competencies**

- A Commitment to MSF’s Principles; Proficiency Level 1: Demonstrates Loyalty, Awareness and Respect for MSF’s Values
- Cross-cultural Awareness; Proficiency Level 2: Recognises and Respects Different Points of View
- Planning and Organising; Proficiency Level 3: Follows Up, Plans Activities and Sets Priorities.
- Results and Quality Orientation; Proficiency Level 3: Improve Performances and Set Ambitious and Realistic Goals.
- Service Orientation: Proficiency Level 2: Responds Empathetically to Clients And Understands Their Concerns/Needs
Knowledge and Experience
- Excellent oral and written communication skills, including telephone and email correspondence with stakeholders
- Experience in managing complex fundraising campaigns, including direct-mail, digital etc
- Knowledge of humanitarian issues
- Experience in all aspects of the fund development process (identification, cultivation, solicitation, and stewardship)
- Demonstrated experience with Raisers Edge or similar CRM system
- Demonstrated experience with Microsoft Office (specifically Word, Excel, and Outlook)

Education, Certifications, and Languages
- Fluency in English required

Working Conditions
- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m.), some weekends and evenings may be required
- Flexible work hours
- The office environment is open concept and workspace may be shared with office colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitors, and phone
- Work requires long hours sitting in front of a computer/laptop screen
- During COVID-19 restrictions, employees are required to have their own workspace, access to internet, and phone
- Interaction with clients/donors and the public at large

Additional Information
MSF Canada is a people-focused humanitarian organization that is proud to offer a diverse, collaborative, and inclusive work environment. We strongly believe this approach enhances our work and we’re committed to equity in employment. The organization seeks to attract and engage the best professionals to join and maintain meaningful, productive, and lasting work relationships. We embrace diverse motivations and backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

MSF Canada acknowledges the existence of systemic racism and oppression and is committed to sustaining and strengthening its anti-racism and anti-oppression (AOAR) efforts. As MSF Canada continues to grow and strive to remove barriers in its offices in Canada and in MSF work environments abroad, we welcome applications from individuals with unique experiences of intersectional oppression on the basis of their social markers such as their ethno-racial identity, age, gender identity, education, socio-economic status or place of origin. We encourage Black, Indigenous, People of Colour, LGBTQIA2S+ people, individuals living with disabilities and any individual experiencing vulnerable circumstances deserving equity to apply.

In line with MSF’s December 2021 pledge to reduce our carbon emissions by 50% by 2030, compared to our 2019 baseline, we encourage everyone to embrace and embed sustainable and climate-friendly practices. Applying a climate and planetary health lens will help us improve our operational impact. Facing climate change and environmental degradation through our operational activities by focusing on mitigation and adaptation will decrease our dependency on fossil fuels, reduce our ecological footprint and help protect human health. Everyone, at all levels, with all skill sets is needed to address the global threat of climate change.

Job Information
Position Level: Individual contributor
Department: Fundraising Department / Philanthropy Unit
**Position Status:** Temporary, 5-month contract  
**Activity Rate:** 100% (Full time), 37.5 hrs. per week  
**Location:** Toronto or remote in Canada  
**Salary Grade:** Level C on the MSF Canada Salary Grid, $69,506 per annum (prorated)  
**Status:** Must be legally authorized to work in Canada; **MSF Canada is not in the position to support a work permit process for any applicant outside of Canada**  

**Benefits:** Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no matching required), starting 4 weeks' vacation/year, flexible work hours, annual professional development budget, Employee and Family Assistance Program (EFAP), and a positive and innovative office culture grounded in our core values of humanity, integrity and results. (prorated)