



*Last Updated: October 12, 2021*

## **Job Title**

# **Digital Fundraising Manager**

## **Impact Statement**

MSF Canada's Fundraising Department is responsible for raising private funding, predominantly from individuals, by integrated direct response campaigns, major gifts, and legacy and planned giving vehicles, to support our operations in the field and our activities in Canada. The department now generates over \$75 million annually and has an ambitious plan to grow as part of the 2020-2023 strategic plan. Fundraising team members are in Toronto and Montreal and work in collaboration with suppliers and vendors across Canada.

As a member of the Digital Unit, the Digital Fundraising Manager is responsible for supporting direct response digital fundraising activities designed to acquire, convert, reactivate, and welcome new monthly and one-time donors as well as retain, engage, and steward existing monthly and one-time donors. This role is also responsible for managing relationships with a number of digital vendors who help plan and execute various fundraising campaigns. The Digital Fundraising Manager will collaborate with MSF Canada's Communications Department and will work closely with the Senior Manager for Direct Marketing and Donor Engagement, Senior Manager of Philanthropy, and Loyalty Manager to execute the digital acquisition annual plan, the digital loyalty annual plan, and support strategic fundraising plan goals. They will also directly manage the Digital Fundraising Officer(s) and Digital Fundraising Coordinator to help execute these goals.

## **Key Responsibilities**

- Working with the Mass Marketing and Philanthropy teams, support the development and execution of digital fundraising campaigns aimed at both acquisition of new one-time and monthly donors as well as maintaining the annual fund of regular and one-time donors.
- Manage digital fundraising suppliers/vendors and staff members (Digital Fundraising Officer(s) and Digital Fundraising Coordinator) to lead digital campaigns including email, digital advertising, and social media as required.
- Propose and develop adjustments to the digital acquisition strategy to achieve fundraising goals, and actively participate in identifying campaign themes to support acquisition campaign content.
- In collaboration with the Loyalty unit, support email campaigns including strategy, creative content, and project management.
- In collaboration with the Loyalty unit, support MSF's symbolic giving catalogue by providing strategic and creative guidance, project management, and working with digital vendors and staff.
- Stay abreast of MSF Canada's brand guidelines and ensure digital fundraising activities adhere to these standards.
- Support other fundraising units with their digital projects and campaigns where required.
- Support the communications team with other digital projects as required.

## **Job-Specific Competencies**

**Digital fundraising strategy, execution, and analysis;** *Advanced skills in digital social engagement, online campaign development and implementation, online collaboration, digital acquisition campaigns, and knowledge of the donor journey, website strategy development and social media engagement tools and channels.*

- Lead strategy and execution of MSF Canada’s digital fundraising, lead generation, new donor acquisition, donor engagement and stewardship.
- Work close to FR teams to identify opportunities/tools across digital marketing channels and platforms to target new audiences, improve the donor and the applicants’ experiences, maximize digital revenue and deliver strong return on investments.
- Lead on data legislation, donor preferences and data structures from an online journey perspective
- Develop requirements for web enhancements focused on financial conversions.
- Manage the strategies to optimize SEM/SEO for fundraising.
- Lead the analysis and reporting of online strategy, campaigns, and the MSF Canada websites to ensure that set objectives, targets, return on investments and other key performance measurements are being met; implement and advise changes if not. Report to internal and external stakeholders, partners, management and international colleagues
- Lead on payment developments, making it easier and more secure for potential donors.
- Collaborate with other members of the Digital Unit to ensure seamless integration of digital solutions.

**Digital Vendor Management;** *Strong project management skills, with the ability to turn complex projects into clear and manageable workplans, timelines, and deliverables; and analytics skills, with the ability to oversee technical contracts and content production for web and social media*

- Lead the development and approval of strategic briefs and timelines for relevant campaigns
- Ensure strong cross-vendor collaboration
- Work with vendors to develop the Fundraising department’s Annual Plan, and ensure alignment with overall strategic planning priorities
- Plan and monitor annual digital fundraising budget to maximize income and results
- Ensure vendors are all aware about key performance measurements and are actively part of discussions to hit the targets, increase income and deliver strong return on investments from individual and regular donations
- Lead RFPs to identify new vendors as needed; attend, chair, and actively participate in meetings with vendors,

**People Management and Leadership;** *Exceptional interpersonal and communication skills, working with multiple stakeholders*

- Supervise the Digital Fundraising Officer(s) and Digital Fundraising Coordinator, to achieve their goals, establishing trust, respect, recognition and mutual accountability in a high performance, collaborative environment.
- Attend regular check ins and status meetings to review program performance and coordinate deliverables.
- Work alongside fundraising colleagues and other MSF Canada departments to ensure campaign integration and cross-departmental collaboration.
- Build relationships with key individuals in the digital and non-profit sectors, specifically digital marketing, fundraising, optimization and web development to gain intelligence, expert advice and assistance. The ability to identify and develop pro-bono initiatives where applicable is encouraged.

## **Other**

- Support the Mass Marketing and Philanthropy Unit with digital projects and campaigns as required and requested.

- Support the Communications Department with non-fundraising digital projects and campaigns as required and requested.
- Stay current with research, fundraising trends, and areas of development for digital campaigns.
- Keep up to date with industry innovation and development, testing new channels, content, and messaging, where possible, to ensure that the correct mix is implemented - keep up to date with developments and trends in digital / digital marketing / fundraising / non-profit sector.

## Core Competencies

**Commitment to MSF's Principles;** The commitment to provide medical assistance to populations in distress, observing the principles of humanitarian action and medical ethics, and the willingness to direct their interest and behaviours towards the social mission of MSF. **Proficiency Level 2:** *Demonstrates loyalty, awareness and respect for MSF's values*

**Teamwork and Cooperation;** Implies collaboration, sharing and cooperating with others, to work together towards a common goal. **Proficiency Level 3:** *Encourages, engages, and motivates people to work as a team*

**Planning and organizing;** The ability to prioritise and set lines of action, optimising resources (material, human, financial, temporal, etc.), ensuring that anticipated results are obtained by means of efficient management of their own and colleagues' work and that assigned responsibilities and functions are always clear.

**Proficiency level 2:** *Enables others to organize.*

**Results and Quality Orientation;** The drive and tenacity to achieve the defined objectives and to implement efficient solutions within a set timeframe, with the given resources and in accordance with the established procedures and models; the will to constantly seek improvement in the performance of his/her own tasks and actions. **Proficiency Level 2:** *Works towards objectives, preserving established standards.*

**Cross-cultural Awareness;** The capacity to acknowledge, respect and integrate cultural differences in a way that facilitates the achievement of MSF's objectives. **Proficiency Level 3:** *Demonstrates an integrating attitude.*

## Knowledge and Experience

- Professional experience in the areas of digital fundraising, digital marketing, or digital communications.
- 3-5 years' experience in people management roles with cross functional teams, and demonstrated ability to develop team members and manage large, complex budgets.
- Excellent communications and presentation skills with attention to detail
- Demonstrated computer skills with experience in Microsoft Office applications

## Education, Certifications and Languages

- Education or training in digital fundraising, digital marketing, digital communications, or a related field
- Proficient in English, with strong copy-editing skills
- Proficiency in French an asset
- Demonstrated computer skills with experience in Microsoft Office applications

## 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 and 'work-from-anywhere' options are available, upon approval from manager.
- 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 monitor, task lamp, and phone.
- Work requires long hours in front of a computer/laptop screen.
- During COVID-19 restrictions, employees are required to have their own workspace, access to internet, and phone.

### **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.

### **Job Information**

**Position Level:** People Leader

**Department:** Fundraising Department/ Digital Unit

**Position Status:** Permanent

**Activity Rate:** 100% (Full time)

**Location:** Toronto or Montreal

**Salary Grade:** Level D on the MSF Canada Salary Grid, \$79,057 per year (non negotiable)

**Status:** Must be legally entitled to work in Canada (*MSF Canada will assist a successful candidate in acquiring such status, including supporting a spouse/common law partner and/or child (unmarried and under 22) for dependent visa status. NOTE: While MSF Canada will work within its means to secure immigration status for a selected candidate, the success of an immigration application depends on many factors based on the Government of Canada's rules and regulations. Neither the timing of an application, nor the ultimate outcome, can be guaranteed by MSF Canada or its outside immigration counsel.*)

**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), free access to internal Psychosocial Care Unit Services and a positive and innovative office culture grounded in our core values of humanity, integrity and results. MSF Canada offers relocation packages covering costs for temporary accommodation, food allowance, travel costs and movement of household goods up to one month's salary depending on where the candidate is relocating from.