



*Last Updated: April 2024*

## **Job Title**

# **Development Officer, Mid-Level Giving**

This Development Officer is responsible for leading the growth and integrity of MSF Canada's Mid-Level Donor campaign through engagement, cultivation, solicitation and stewardship of individuals and family foundations donating between \$5,000 and \$9,999 per year. The Development Officer for Mid-Level Giving will work with other members of the Fundraising team to map, coordinate, and execute a comprehensive donor journey striving to exceed donor expectations and evocatively communicate MSF operations and values. The Development Officer will report directly to the Major Giving Manager and may at times be asked to manage donors giving above \$10,000 per year.

This role will have a vital impact on the financial health of MSF Canada and its ability to execute and support key MSF programs worldwide.

## **Key Responsibilities**

**(1.) Work with the Major Donors Manager and the Mass Marketing team to create, track, and improve strategies, processes, and reporting for engagement of mid-level donors in Canada giving annual gifts between \$5,000 and \$9,999 per year**

**(2.) Manage a full portfolio of mid-level donors. Including individuals and family foundations, from engagement and cultivation to solicitation and stewardship**

- 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 Major Giving team with the coordination of MSF donor events as required.
  - Fielding donor inquiries and when appropriate facilitating meetings between donors and MSF donor relationship managers and higher management.

### **Campaign Development and Execution**

- 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**

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

### Job-Specific Responsibilities

#### (1.) Work with the Major Donors Manager and the Mass Marketing team to create, track, and improve strategies, processes, and reporting for engagement of mid-level donors in Canada giving annual gifts between \$5,000 and \$9,999 per year

- Strategically prospect new mid-level donors
- Improve and create a donor journey strategy for mid-level donors
- Determine annual projections and regular reforecasting for mid-level donors
- Coordinate strategy and content creation with Mass Marketing for aligned yet personalized direct mail, telemarketing, digital campaigns with a focus on acquiring, renewing, and upgrading mid-level donors
- Contribute to performance tracking and reporting discussion for the Philanthropy Unit

#### (2.) Manage a full portfolio of mid-level donors. Including individuals and family foundations, from engagement and cultivation to solicitation and stewardship

- Regularly engage donors in the portfolio through email and phone calls
- Extend and attend in-person meetings with donors as much as possible to establish and solidify meaningful relationships
- Coordinate with the Mass Marketing and Loyalty team to address donor requests, inquiries, and complaints
- Track donor journey using CRM Raiser's Edge NXT, always keeping donor records up-to-date
- Plan, organize, and execute strategic events for virtual and in-person mid-level donor engagement

### Core Competencies

- **Commitment to MSF Principles; Proficiency level 1:** Demonstrates knowledge of and accepts MSF's principles
- **Networking and Building Relationships; Proficiency level 2:** Develops and diversifies networks with internal and external stakeholder, including but not limited to existing, new, past and prospective Mid-Level donors, field workers, vendor contacts, consultants.
- **Initiative and Innovation; Proficiency level 2:** Takes action in complicated and critical situations when related to the Mid-Level portfolio, including but not limited to handling complicated donor requests/complaints.
- **Cross-cultural Awareness; Proficiency level 3:** Demonstrates an integrating attitude
- **Planning and Organising; Proficiency level 3:** Follows up, plans activities and sets priorities related to the Mid-Level Giving portfolio, including but not limited to managing Direct Mail and Email marketing campaigns, fielding incoming donor requests, holding phone/virtual meetings with donors, and stewarding all incoming mid-level gifts.
- **Results and Quality Orientation; Proficiency level 3:** Improve performances and set ambitious and realistic goals related to the Mid-Level Giving Portfolio, specifically around projecting annual portfolio revenue, building strategies for revenue growth and achieving ambitious, pre-set revenue goals.

### Knowledge and Experience

- Excellent oral and written communication skills, including correspondence with stakeholders
- Excellent time management and organizational skills.
- Responsible, proactive, driven, and able to work independently.
- Development experience, preferably in Fundraising, Major Gifts, or with Multilateral/Bilateral funders required
- Experience in all aspects of donor cultivation (research, writing, follow-up, and stewardship), required
- Experience closing gifts at the six-figure level, including complex gifts using a variety of giving vehicles

- Excellent interpersonal, presentation, and negotiation skills
- Knowledge of humanitarian issues
- Demonstrated experience with Microsoft Office programs, CRM (e.g. Raisers Edge), project management tools (e.g. Asana)
- Enthusiastic “all hands-on deck” style team player; able to operate and collaborate across multiple teams and thrive in a fast-paced culture.

### **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. Eastern Time)
- Hybrid work model (40% in MSF Canada office and up to 60% work from home)
- Office environment is open concept and workspace is shared with colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor
- Interaction with clients/donors and the public at large

### **Job Information**

**Position Level:** Individual contributor

**Department:** Fundraising Department / Philanthropy Unit

**Position Status:** Permanent

**Activity Rate:** 100% (Full time), 37.5 hrs. per week

**Location:** Toronto

**Salary Grade:** Level 14 on the MSF Canada Salary Grid, \$70,676 per annum

**Status:** Must be legally entitled to work in Canada; MSF Canada is not in the position to support a work permit process for any applicant outside of Canada.

**Benefits:** Starting 4 weeks’ vacation/year, flexible work hours, 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 employee contribution required), annual professional development budget, Employee and Family Assistance Program (EFAP), internal psycho-social resources, and a positive and innovative office culture grounded in our core values of humanity, integrity, and results.

### **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 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.