



Last Updated: December 2024

## Job Title

# Direct Marketing Officer - Loyalty

## 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 \$90 million annually and has an ambitious plan to grow as part of the 2025-2028 strategic plan. Fundraising team members are in Toronto and Montreal and work in collaboration with suppliers and vendors across Canada.

As a Mass Marketing Unit member, the Officer is responsible for coordinating and developing direct marketing activities to renew, upgrade, and steward one-time gifts up to \$5,000 from annual donors and monthly gifts from regular donors. The Officer will also work closely with the Digital and Philanthropy teams to execute direct marketing appeals to renew mid-level (\$5,000+) and planned giving donors and develop opportunities to engage these donors and build loyalty.

## Key Responsibilities

- Develop integrated direct marketing contact strategies to renew, retain and upgrade one-time and monthly donors, working in collaboration with suppliers/vendors and members of the Mass Marketing, Philanthropy, Communications and Digital Units.
- Edit or draft copy as needed and contribute to the creative concept of direct mail appeals, and facilitate the review, translation, and internal approval processes. Identify campaign themes and cases for support for direct mail, appeals; research content, facts and statistics and connect with field staff/experts.
- With the Integrated Campaigns Manager, Fundraising Content Officer and Communications Editor, participate in the editorial process for *Dispatches*, MSF's biannual flagship magazine and annual Impact Report (print & digital versions), including editing and supporting the Fundraising Content Officer with copy as needed. Lead the review, translation and internal approval process as needed, working with the Data Team to pull and review donor data, and working with vendor/supplier to design and produce the assets.
- Project manage the development and approval of strategic briefs and timelines for relevant campaigns across channels; work with suppliers/vendors and colleagues to ensure campaigns are running smoothly, and timelines and goals are being met.
- Track and coordinate payment for associated expenses of Loyalty activities.

## Job-Specific Responsibilities

**Campaign development and coordination; knowledge of fundraising campaign planning and execution; ability to use this knowledge to drive loyalty appeals and activities across a variety of channels.**

- Propose themes, copy and edit campaigns, and key stewardship communications, coordinating the review, translation, and internal approval processes.

- Work with colleagues in Digital and Communication units to ensure our renewal, upgrade, and retention campaigns via direct mail, telemarketing and digitally integrated channels are timely, relevant, and on brand.
- Project manage Direct Mail, Digital, and Tele-fundraising and Loyalty campaigns; working with suppliers/vendors and colleagues to ensure campaigns are running smoothly, and timelines and goals are being met.
- Verify data pulls or pull data for relevant campaigns, approve counts and seek approvals from the Philanthropy or Acquisition teams as necessary.
- Contribute to consultations with the Philanthropy team in the development and execution of a mail and email program for major and confirmed bequest donors.
- Assist in the identification of collaboration opportunities between the Loyalty portfolio and Philanthropy, including mid-level and planned giving donors through direct marketing channels.
- Track and coordinate payment for associated expenses.

### **Vendor Management**

- Hold the relationship as primary point of contact for Direct Marketing unit with direct mail and telemarketing vendors.
- Facilitate campaign development, launch, and closing processes for key revenue generating Direct Marketing activities including direct mail program and monthly donor upgrade.
- Monitor inventory and fulfillment, overseeing stock levels on products and working with vendors to ensure availability

### **Stewardship, Engagement, and Retention**

- Recommend and launch activities to engage high value annual, major and planned giving donors and encourage renewals and upgrades (e.g. events, insider briefings, “one-to-one” cultivation packages, telephone town halls, etc.)
- Develop and test activities for retaining high value annual donors at greatest risk of lapsing
- Develop and coordinate the donation fulfillment process associated with relevant campaigns, working together with colleagues in Integrated Campaigns, Fundraising Systems and Philanthropy Teams.
- Contribute to and coordinate surveys of MSF donors and incorporate key findings into overall strategy
- Play a contributing role in Donor Journey development and execution as it pertains to direct mail and digital integration

### **Strategy, Analysis, and Reporting**

- Monitor donor renewal, retention and upgrade rates and support strategies to ensure continued growth of the loyalty donor file value.
- Receive and review status reports on campaign activities and statistical reports related to the loyalty donor program
- Attend meetings with analytics consultant and direct marketing vendors. Identify and coordinate projects associated with donors giving \$500+ for deeper data analysis in collaboration with analytics consultant
- Contribute to annual planning and 6m and 12m reporting discussions for the Mass Marketing team
- Stay current with research, developing trends and areas of development for annual giving

### **Other**

- Support the Mass Marketing Unit by taking on additional tasks as required and requested
- Attend Philanthropy and Digital team meetings as appropriate
- Participate and contribute to MSF International’s Loyalty Working Group

## Core Competencies

- **A 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 1:** Demonstrates loyalty, awareness and respect for MSF's values.
- **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 2:** Recognizes and respects different points of view.
- **Teamwork and Cooperation;** Implies collaboration, sharing and cooperating with others, to work together towards a common goal. **Proficiency Level 2:** Shares information and coordinates with team and/or others.
- **Planning and organizing;** The ability to prioritize and set lines of action, optimizing 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 clear at all times. **Proficiency level 3:** Follows up, plans activities and sets priorities.
- **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 their own tasks and actions. **Proficiency Level 3:** Improves performance and sets ambitious and realistic goals.

## Knowledge and Experience

- Demonstrated professional experience in the fields of fundraising, planned giving, or mass marketing
- Demonstrated experience with Project Management methodology and tools
- Demonstrated computer skills with experience in Microsoft Office applications and databases
- Familiarity with fundraising platforms an asset

## Education, Certifications and Languages

- Education or training in Fund Development, Communications, Marketing, Non-profit Management or a related field or equivalent experience is an asset
- Proficiency in English, with excellent copywriting/editing skills
- Proficiency in French is an asset

Training required (will be provided upon hire):

- Data Privacy and Protection
- AODA, Human Rights, Accessibility
- Equity, Diversity, and Inclusion

## 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

## Job Information

**Position Level:** Individual contributor

**Department:** Fundraising Department / Mass Marketing / Loyalty

**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 (non negotiable)

**Status:** Must be legally authorized to work in Canada; **MSF Canada is not able to support or relocate candidates from outside 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.