



*Last Updated: May 2025*

## Job Title

# Donor Journey and Integration Officer

## 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 Donor Journey and Integration Officer is responsible for overseeing and optimizing donor journeys across mid-level, high-value one-time, and monthly donors, ensuring all touchpoints are integrated and aligned with broader fundraising strategies. By collaborating with channel teams and analyzing donor data, this position drives donor retention, engagement, and growth through tailored, strategic campaigns. When we reference the donor journey, we define it as encompassing five key stages: **Identification/Awareness, Qualification/Consideration, Cultivation, Solicitation, and Stewardship/Loyalty**. While this role is not responsible for implementation, it plays a key role in coordinating and working with various channel teams to ensure the bigger picture is mapped out and actualized. The ultimate purpose of managing this journey is to enhance organizational loyalty and ensure cohesion with our brand messaging across all donor interactions.

## Key Responsibilities

- Act as a central point of coordination between channel teams within Mass Marketing, Fundraising Systems, and Communications to ensure shared understanding of donor strategy and execution. Facilitate collaboration to promote unified messaging, strategic coherence, and efficient use of donor insights across teams.
- Accountable for managing donor segmentation data ensuring that segmentation strategies are accurately documented, centrally stored, and consistently applied across all channels. This includes maintaining an up-to-date view of donor groups and collaborating with channel teams to implement data-informed strategies.
- Lead the coordination and ongoing refinement of multi-channel donor journeys for key segments (e.g., mid-level, monthly, high-value one-time donors). Ensure that journey strategies are cohesive, donor-centric, and implemented consistently by channel teams, supporting engagement, retention, and upgrade goals.
- Support the planning and execution of integrated fundraising campaigns in collaboration with the Senior Manager of Integrated Campaigns. Ensure alignment between donor segments, campaign goals, and communication strategies while using project management tools (e.g., Asana, RASCI) to monitor progress and maintain accountability across teams.
- Track key metrics related to donor engagement, segmentation performance, and journey effectiveness (e.g., donation frequency, retention, upgrade rates). Develop and present regular reports to stakeholders with actionable insights and recommendations to support continuous improvement and data-driven decision-making.

## Job-Specific Competencies

**Manage donor segmentation data and work with channel teams to document and map strategies in a central system, ensuring consistency and alignment across all channels.**

- Analyze donor data using our Fundraising System tools (such as RE NXT prospect insights) to identify trends, giving behaviors, and opportunities for deeper engagement, upgrades, and re-engagement. Work with channel teams to implement identified opportunities.
- Collaborate with key stakeholders to segment donors based on engagement levels, giving history, and growth potential, ensuring tailored communications and strategic movement between segments.
- Track and maintain a clear overview of donor segments, including the number of donors in each group and how they are utilized across campaigns, ensuring alignment and consistency in audience targeting and messaging.

**Lead the development and ongoing optimization of donor journeys to support a cohesive, donor-centric experience across all engagement levels and touchpoints.**

- Collaborate with the Mass Marketing Unit to design, implement, and refine multi-channel donor journeys for mid-level, monthly, and high-value one-time donors, ensuring engagement is personalized, timely, and aligned with donor motivations.
- Serve as the central liaison for channel teams—who are responsible for implementing the journeys—to integrate cross-channel initiatives into the donor journey framework, promoting consistency and a seamless experience across all platforms.
- Track campaign performance metrics such as donation frequency, average gift size, and donor retention rates to inform ongoing strategy and tactics.
- Develop and present regular reports on donor journey performance, highlighting key insights, challenges, and recommendations for improvement.

**Support the Senior Manager of Integrated Campaigns in the strategic coordination and execution of integrated fundraising campaigns, ensuring alignment across channels, donor segments, and engagement strategies.**

- Monitor project progress using tools such as Asana and RASCI, provide status updates to stakeholders, and ensure final deliverables meet quality standards. Coordinate with stakeholders in the Fundraising and Communications Department to promote collaboration, accountability, and timely task completion.
- Oversee high-level touchpoints for donors across various giving levels and work closely with the Fundraising Systems team and the Senior Manager of Integrated Campaigns to ensure donor segmentation and journey mapping align with fundraising best practices and present a cohesive experience.

**Core Competencies**

- **Commitment to MSF's Principles; Proficiency Level 1:** Demonstrates Knowledge of and Accepts MSF's Principles
- **Cross-cultural Awareness; Proficiency Level 2:** Recognizes and Respects Different Points of View.
- **Teamwork and Cooperation; Proficiency Level 2:** Shares Information and Coordinates with Team and/or Others.
- **Planning and organizing; Proficiency level 3:** Follows Up, Plans Activities and Sets Priorities.
- **Results and Quality Orientation; Proficiency Level 3:** Improves Performance and Sets Ambitious and Realistic Goals.

**Knowledge and Experience**

- Demonstrated professional experience in fundraising, mass marketing, or donor engagement, with a strong understanding of donor segmentation, lifecycle management, and personalized stewardship strategies.
- Experience supporting the coordination and execution of integrated, multi-channel campaigns, ideally within a nonprofit or fundraising environment.
- Proven experience applying project management methodologies and using tools such as Asana, RASCI, or equivalent platforms to manage timelines, tasks, and cross-functional collaboration.
- Strong data literacy with hands-on experience analyzing donor or customer data to inform segmentation, engagement strategies, and reporting.
- Proficiency in Microsoft Office applications (Excel, Word, PowerPoint), with experience working in CRM or fundraising databases
- Knowledge of fundraising best practices, including audience segmentation and communication, campaign performance metrics, and audience targeting techniques

- Excellent copywriting/editing skill
- Familiarity with RE NXT or similar platforms is a strong asset.

### **Education, Certifications and Languages**

- Education or training in Fund Development, Communications, Marketing, Non-profit Management or a related field or equivalent experience
- Proficient in English
- Proficiency in French is an asset

### **Working Conditions**

- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m. Eastern Time), some weekends and evenings may be required
- 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

**Position Status:** Permanent

**Activity Rate:** 100% of activity, 37.5 hours per week

**Location:** Toronto

**Salary Grade:** Level 14 on the MSF Canada Salary Grid, \$70,676.00 per year (non-negotiable)

**Status:** Must be legally authorized to work in 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