



Last Updated: February 2026

## Direct Response Officer; Mail

### 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 Direct Marketing Response Officer; Mail is responsible for overseeing, coordinating and developing direct marketing activities, with a focus on direct mail, to support fundraising revenue generation and stewardship, working closely with colleagues across the Fundraising department and specifically the Integrated Campaigns team.

### Key Responsibilities

- Develop direct mail campaigns in line with integrated direct marketing contact strategies to support fundraising revenue goals, working in collaboration with the MSF Canada team and suppliers/vendors.
- Contribute to the creative concept of direct mail appeals, and facilitate the review, translation, and internal approval processes. Support copy development by working with Fundraising Content Officers identify campaign themes and cases for support for direct mail, appeals; ensure fundraising best practice and brand guidelines are applied.
- Lead on the direct mail components for *Dispatches*, MSF's biannual flagship magazine and annual Impact Report (print version), working with the Integrated Campaigns team and Communications around multi-channel and editorial strategy.
- 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 activities.

### Job-Specific Competencies

**Campaign development and coordination; knowledge of fundraising campaign planning and execution; ability to use this knowledge to drive House, Mid-Level and Acquisition Direct Mail appeals and integration with activities across a variety of channels.**

- Support development of campaign briefs for Direct Mail campaigns and work with the Donor Journey and Integration Officer as well as colleagues across Fundraising and Communications to ensure they are integrated across channels, timely, relevant, and on brand.
- Coordinate copy development, translation and approval; review copy for how it aligns with MSF's brand and fundraising best practice.

- Project manage fundraising campaigns using MSF project management tools (Asana) and processes; working with suppliers/vendors and colleagues to ensure campaigns are running smoothly, and timelines and goals are being met.
- Create data requests to support segmentation strategies for relevant campaigns and verify data pull accuracy, approve counts and seek approvals from Fundraising colleagues as necessary to ensure alignment on donor journeys.
- Work with Digital Fundraising Officer to set up trackable donation forms or landing pages that support offline integration with online.
- Contribute, in consultation with the Philanthropy team in the development and execution of direct mail for major and confirmed bequest donors.
- Assist in the identification of collaboration opportunities between the direct mail portfolio and Philanthropy as well as in support of fully integrated campaigns across fundraising channels.
- Track and coordinate payment for associated expenses.

### **Vendor Management**

- Act as project manager supporting campaign development, launch, day to day execution and closing processes for direct mail program in partnership with agency partners.
- Hold the relationship as primary point of contact for Direct Marketing unit with direct mail vendors. Act as back up for telemarketing primary point of contact as needed.

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

- Recommend strategies to engage annual, high value, mid-level, monthly, major and planned giving donors and encourage renewals and upgrades in collaboration with the Integrated campaigns team and support execution via direct mail and integrated channels.
- Develop and test activities for optimizing direct mail program.
- Coordinate the donation fulfillment process associated with relevant campaigns, working together with colleagues in the Integrated Campaigns and Fundraising Systems and teams.
- Play a contributing role in Donor Journey development and execution as it pertains to direct mail.

### **Strategy, analysis, and reporting**

- Monitor direct mail campaign performance, analyze results and support development of strategies to maintain strong program.
- Coordinate results reviews with Direct Mail agency partner on campaign activities and pull statistical reports in CRM related to the Direct Mail program.
- Contribute to Mass Marketing team monthly results review meetings by sharing results and analysis for direct mail performance; occasionally attend meetings 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 and direct mail.

### **Other**

- Support the Mass Marketing Unit by taking on additional tasks as required and requested; act as back up to support direct marketing across channels.
- Participate and contribute to MSF International's Loyalty Working Group

### **Core Competencies**

- **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.
- **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.
- **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 2:** Demonstrates loyalty, awareness and respect for MSF's values.

### Knowledge and Experience

- Demonstrated professional experience in the fields of fundraising, planned giving, or mass marketing
- Demonstrated experience with Project Management methodology and tools
- Strong 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
- Proficient in English, with excellent copywriting/editing skill is required
- Proficiency in French is an asset

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### 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 per week)
- 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 Unit

**Position Status:** Temporary (12-14 months)

**Activity Rate:** 100% , 37.5 hrs. per week

**Location:** Toronto

**Salary Grade:** Level 14 on the MSF Canada Salary Grid, \$70,676 in first year (non negotiable)

**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:** 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.