



Last updated: March 2026

Direct Response Officer; Face to Face and Tele-fundraising

Impact Statement

Doctors Without Borders/Médecins Sans Frontières (MSF) Canada's Fundraising Department is responsible for raising private funding, predominantly from individuals, by integrated direct response campaigns, major gifts, and legacy and planning giving vehicles, to support our operations in the field and our activities in Canada. The department now generates over \$90 million annually. Fundraising team members are in Toronto and Montreal and work in collaboration with suppliers and vendors across Canada.

The Direct Response Officer; Face to Face and Tele-fundraising is responsible for overseeing F2F fundraising (door, street and mall) and tele-fundraising activities carried out on behalf of MSF Canada with the objective of supporting a quality oriented, sustainable monthly giving program.

Key Responsibilities

- Lead on F2F and tele-fundraising at MSF Canada; with support of the Senior Manager of Fundraising and Development, act as a primary point of contact for F2F and tele-fundraising vendor partners, develop fundraising messaging and training; in coordination with Senior Manager develop strategies for program improvements; coordinate development of campaign budgets and objectives; Report on campaign budgets and objectives.
- In collaboration with team and vendor partners, develop and maintain an excellent donor experience that is focused on donor quality and long-term monthly donor value.
- Support donation processes and data uploads to bridge vendor and MSF systems, working with MSF Data team.
- Stay current with research, fundraising trends, and areas of development for F2F program, tele-fundraising and fundraising campaigns more generally. Act as back up to the Senior Manager and team as needed and support the Fundraising Department by taking on additional tasks as required.

Job-Specific Competencies

Campaign coordination; knowledge of fundraising campaign planning and execution; ability to use this knowledge to support acquisition appeals across a variety of channels

- Lead planning and execution of F2F marketing activities (door, street, private site canvassing) and tele-fundraising, with support of the Senior Manager.
- Develop fundraising cases for support and campaign materials; ensure they are kept up to date, on brand and with relevant approvals (scripts, training decks, pitch cards, canvasser vests, leave-behinds, etc.)
- Lead the development of forecasts and projections for relevant campaigns in line with MSF Canada Annual Plan objectives; track and report on budget and progress against targets and internal KPIs. Develop strategy to take corrective action if needed, in collaboration with team and Manager.
- Track and coordinate payment for associated invoices/expenses; monitor expenses and results and against expectations.

- Track trends and rates of complaints relating to F2F and tele-fundraising; seek solutions to trends; escalate within team as needed.
- Keep up to date with technological tools/resources used by our peers and emerging trends. Participate in MSF International F2F Community of Practice and Canadian Charities F2F Roundtable.
- Seek opportunities to expand the scope of traditional F2F and tele-fundraising activities to ensure best results.

Donation processes and donor experience; ability to collaborate with team members and vendors to ensure timely donation processes and fulfillment; strong data and detail orientation

- Work with internal team/vendor partners to ensure gift processing is occurring correctly via Luminate Online shadow forms; track vendor invoice donor reports against internal results to ensure alignment. Adapt protocols to support donation processing as systems and/or requirements change.
- Support the timely, secure and accurate transfer of data with vendor partners in order to carry out campaigns, considering appropriate audiences and segmentation, coding and tracking.
- Keep donor care and loyalty team informed of all campaign activities so that they can respond to donor inquiries. Make sure the website and other FAQs related to F2F and tele-fundraising are kept up to date.
- Working with team to develop strategies to meet monthly donor quality and retention targets (in first 3 months); collaborate with team to identify opportunities to enhance donor welcome process and journey.

Relationship building and vendor management; Exceptional interpersonal and communication skills, with the ability to build excellent working relationships with colleagues, field workers and suppliers

- Act as day-to-day contact for F2F and tele-fundraising vendor relationships, responsible for ensuring operations are running as planned. Escalates when necessary to team/Senior Manager.
- Attend regular check ins and meetings; review program performance weekly with partners; monitor and share results against key internally set program KPIs (quarterly), and make recommendations for improvement. Work with the vendors to address complaints or other challenges as needed.
- Work with fundraising colleagues and other MSF Canada departments to ensure campaign integration and cross-departmental collaboration (ex. Corporate Partnerships, Communications).
- Deliver trainings in person or remotely and provide updates on field operations for external fundraising partners across Canada; arranges presentations from staff who have worked in international projects.
- Create staff recognition incentives and opportunities to build meaningful engagement with our vendor partner staff and representatives.
- Contribute to annual planning and quarterly reporting in collaboration with vendor partners.
- Support the Senior Manager in vendor contract negotiation

Core Competencies

- **A Commitment to MSF's Principles; Proficiency Level 1:** Demonstrates loyalty, awareness and respect for MSF's values.
- **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.
- **Cross-cultural Awareness; Proficiency Level 2:** Recognizes and respects different points of view.

Knowledge and Experience

- Demonstrated professional experience in the fields of fundraising and mass marketing, specifically in monthly donor acquisition and F2F fundraising (on the charity or agency side)
- Experience in vendor relationship management

- Demonstrated computer skills with experience in Microsoft Office applications and databases, particularly Excel
- Experience with digital fundraising systems (CRMs and donation processing)
- Knowledge of and/or experience working with a non-profit/humanitarian organization

Education, Certifications and Languages

- Proficiency in English, with strong copy-editing skills
- Proficiency in French 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)
- Flexible hours and hybrid work model (40% in MSF Canada Toronto 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
- Domestic travel (~2%)
- International travel required (International Community of Practice meetings once every 3 years).
- Interaction with clients/donors and the public at large

Job Information

Position Level: Individual contributor

Department: Fundraising Department / Mass Marketing

Position Status: Permanent

Activity Rate: 100% (37.5 hours/week)

Location: Toronto

Salary Grade: Level 14, Step 1 on the MSF Canada Salary Grid

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.