



**CANADA**

Where childhood thrives, war does not.

<b>Position Title</b>	<b>Senior Officer, Philanthropy</b>
<b>Start Date</b>	As soon as possible
<b>Location</b>	The organization is based in Toronto, Canada with work from home arrangements. The successful candidate will also need to travel regularly to Toronto for staff meetings, if based outside the GTA.
<b>Reports to</b>	Senior Manager, Philanthropy and Legacy Giving
<b>Background</b>	<p>War Child Canada is a registered Canadian charity based in Toronto. Working with war-affected communities to help children reclaim their childhood through access to education, opportunity and justice, War Child Canada also takes an active role in raising public awareness around the impact of war on communities and the shared responsibility to act.</p> <p>War Child Canada works in Afghanistan, Iraq, Jordan, Sudan, South Sudan, the Democratic Republic of Congo and Uganda.</p>
<b>Position summary</b>	<p>The Senior Officer, Philanthropy is responsible for execution of fundraising activities related to Canadian communities and individuals. Primarily, this role will be responsible for the direct response marketing campaigns and digital campaigns and initiatives that contribute to War Child's Annual and Monthly Giving programs. Secondary responsibility will be for supporting growth in the organization's Foundations, Third-Party Events, and Leadership Giving opportunities. The Senior Officer will support and contribute to departmental plans and budgeting, as well as be expected to measure and optimize their efforts to prioritize the highest ROI activities.</p> <p>War Child Canada has achieved significant growth over the past five years, and continuing to build our base of support from individuals is critical to maintaining our momentum over the next five years. We need an enthusiastic individual who is self-starting, entrepreneurial and results-oriented.</p>

<b>Responsibilities</b>	<p><b>Job Responsibility #1: Community Giving (65%)</b></p> <ul style="list-style-type: none"> <li>• Develop and execute public-facing integrated direct response campaigns that cost-effectively expand War Child’s community of supporters and donors. The strategy of all campaigns should be informed by data and measured with short and long-term return on investment metrics.</li> <li>• Manage War Child’s direct response campaign and appeal calendar on schedule, on budget, and in harmony with other public-facing campaigns, events or initiatives.</li> <li>• Ensure that War Child’s growing audience has the opportunity to give in a way that is meaningful to them, aligned with issues in the media, and impactful on the lives of children affected by war. This will include, but not limited to, digital appeals and campaigns.</li> <li>• Manage vendor partners as needed. May include, but not limited to, telefundraising, targeted email or mail appeals, online activism, mass direct mail, targeted digital advertising, mobile/SMS campaigns, outdoor and print advertisements.</li> <li>• Design, copywriting and deployment of email appeals using War Child’s current tools – Raiser’s Edge, Luminate Online, Mailchimp.</li> <li>• Actively seek out opportunities for cost-effective and innovative opportunities that will expand our community of donors and raise money for our life-saving programming.</li> <li>• Works in partnership with International Programs staff, and Senior Manager Marketing and Communications on writing, creative and execution of stewardship reports and letters.</li> </ul> <p><b>Job Responsibility #2: Leadership Giving (35%)</b></p> <ul style="list-style-type: none"> <li>• Support Leadership Giving activities and relationships (gifts greater than \$10,000 from individuals or private foundations) with research, writing and relationship management as needed. This will often require the ability to write persuasive copy often on a short timeline.</li> <li>• Develop and execute a strategy designed to increase mid-level and leadership giving prospects.</li> <li>• Develop and execute a mid-level giving (\$1,000 to \$9,999) strategy.</li> <li>• Assist the community giving team to maintain accurate donor records and moves management.</li> </ul>
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<b>Qualifications</b>	<p><b>Education</b></p> <p><b><u>Required</u></b></p> <ul style="list-style-type: none"> <li>• University Degree (minimum) or equivalent working experience.</li> <li>• Minimum 3 years in a full-time fundraising position, ideally with experience in international development, human rights or aid.</li> <li>• Training or equivalent working experience with digital fundraising tools, e.g., design and deploying emails (ideally, in Luminate Online), experience with Wordpress, conversion tracking and optimization with Google Analytics, etc.</li> </ul> <p><b><u>Desired</u></b></p> <ul style="list-style-type: none"> <li>• Post-graduate or Continuing Education certifications in fundraising.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Membership in good standing with an industry association (AFP, CAGP, AHP, APRA, etc.)</li> <li>• We encourage CFRE certification</li> </ul> <p><b>Experience Required</b></p> <ul style="list-style-type: none"> <li>• Demonstrated fundraising results in a dynamic, campaign-focused environment.</li> <li>• Demonstrated experience managing salaried and contract staff, vendors and RFPs, volunteers.</li> </ul> <p><b>Knowledge and Skills Required</b></p> <ul style="list-style-type: none"> <li>• Training or experience using Raiser’s Edge to manage donor information, appeal performance and reporting.</li> <li>• Ability to use Microsoft Excel, Outlook, Powerpoint.</li> <li>• Demonstrated ability to write persuasive copy, proposals and reports for fundraising purposes. Candidates selected for an interview should expect a writing assignment as part of the selection process.</li> </ul>
<b>Compensation</b>	A highly competitive compensation package will be provided, commensurate with experience and qualifications. Salary range \$60-65k annually.
<b>Application process</b>	<p>INTERESTED APPLICANTS ARE INVITED TO SEND A CURRICULUM VITAE AND AN ACCOMPANYING COVER LETTER ELECTRONICALLY TO:</p> <p>Email: <a href="mailto:jobs@warchild.ca">jobs@warchild.ca</a></p> <p>Please ensure your application email has the subject heading of ‘Senior Officer, Philanthropy – [insert your name]’</p> <p>Only those applicants selected for an interview will be notified. We regret we cannot entertain phone calls. War Child Canada is an equal opportunity employer.</p> <p>War Child Canada is committed to providing a work environment in which all individuals are treated with respect and dignity. Final candidates will be vetted in accordance with War Child Canada’s Child Safeguarding Policy and Prevention of Sexual Abuse and Exploitation Policy, including appropriate reference and security checks.</p> <p>War Child Canada is committed to providing an accessible workplace. For individuals with disabilities, accommodation is available upon request. Should you require accommodation at any stage of the selection process, please let us know. We will work with you to meet your needs.</p> <p>Candidates should be legally entitled to work in Canada. War Child Canada will not provide relocation support.</p> <p>For more information about War Child Canada, please visit <a href="http://www.warchild.ca">www.warchild.ca</a></p>
<b>Deadline</b>	September 14, 2021