



*Last Updated: June 2022*

## **Job Title**

# **Acquisition Coordinator**

## **Impact Statement**

As a member of the Fundraising Department's Mass Marketing Unit, the Acquisition Coordinator is responsible for supporting direct marketing activities aimed at acquiring, converting, reactivating, and welcoming new regular donors and one-time donors giving up to \$5,000. The Acquisition Coordinator will work closely with the Acquisition Manager, F2F (Face to Face) Coordinator and provide support to the Digital Fundraising Officer as needed, to execute the acquisition annual plan and support strategic plan goals.

## **Key Responsibilities**

- Support the development and execution of fundraising campaigns aimed primarily at new donor acquisition under \$5,000 (both one-time and monthly) via a multi-channel approach, including telemarketing, SMS, digital campaigns, DRTV, and direct mail, as well as support to the digital unit as required
- Support a collaborative and integrated approach to vendor management, campaign planning, execution, and reporting
- In collaboration with the Loyalty unit, and working with vendors as needed, support the new donor welcome journey ensuring the ongoing delivery of a meaningful welcome process and thank you that is timely and relevant with the goal of improving upon new donor retention in first months on file
- Support donation processes and data uploads to bridge vendor and MSF systems, working with Fundraising Database Coordinator as required
- Stay current with research, fundraising trends, and areas of development for acquisition campaigns, act as back up to the Acquisition Manager and F2F Coordinator in their absence and support the Mass Marketing Unit by taking on additional tasks as required and requested

## 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**

- With support from the Acquisition Manager, plan and execute key direct marketing activities including telemarketing, SMS, digital, direct mail, and DRTV campaigns with a focus on acquiring and converting new regular and one-time donors
- Coordinate the development and approval of strategic briefs and timelines for relevant campaigns; work with suppliers/vendors and colleagues to ensure campaigns are running smoothly and timelines and goals are being met
- Work with external partners to ensure campaign creative is on brand and approved by appropriate internal stakeholders
- Keep donor relations team informed on all campaign activities so that they are ready to respond to donor inquiries
- Participate in the identification of campaign themes and cases for support for acquisition campaigns; research content, facts and statistics, and identify MSF spokespeople/experts
- Track and coordinate payment for associated expenses, monitoring budget and results
- Synthesize results to report on campaign activities related to the acquisition portfolio
- Propose strategies and offer support for improved performance on campaigns.
- Contribute to new ideas on ways to grow to support the acquisition program's goal to diversify channels.

### **Systems and processes support; ability to collaborate with team members and vendors to ensure timely donation processes and fulfillment; strong data and detail orientation**

- Support the timely and accurate provision of data to vendor partners in order to carry out acquisition campaigns, considering appropriate audiences and segmentation, coding and tracking
- Collaborate with the loyalty team to develop and support the ongoing delivery of a meaningful donor welcome series and thank you shortly after the first gift is made
- Work with the Fundraising Database Coordinator to support donation processing.
- Monitor reconciliation of MSF systems with vendor reports to ensure all is running smoothly.

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

- Lead regular check ins and meetings to review program performance and to support improvements from vendor partners
- Work alongside fundraising colleagues and other MSF Canada departments to ensure campaign integration and cross-departmental collaboration
- Deliver trainings in person or remotely and provide updates on MSF projects for external fundraising partners across Canada; arrange briefings from returning staff on assignment
- Support and contribute to annual planning and reporting discussions for the Mass Marketing Unit in collaboration with vendor partners

## Core Competencies

- **A Commitment to MSF's Principles;** Proficiency Level 1: Demonstrates knowledge of and accepts MSF's principles
- **Cross-cultural Awareness;** Proficiency Level 1: Demonstrates an open attitude
- **Teamwork and Cooperation;** Proficiency Level 1: Acknowledges the importance of teamwork and cooperation
- **Planning and organizing;** Proficiency level 2: Organises their work
- **Results and Quality Orientation;** Proficiency Level 1: Performs their work

## Knowledge and Experience

- Professional experience in the fields of fundraising and mass marketing
- Knowledge of or experience working with a non-profit/humanitarian organization
- Strong computer skills with experience in Microsoft Office applications and databases
- Familiarity with digital fundraising

## Education, Certifications and Languages

- Proficiency in English, with strong copy-editing skills required
- 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.), some weekends and evenings may be required
- Flexible work hours, and a hybrid working model allowing up to 60% 'work from anywhere' with 40% presence in office per week
- The office environment is open concept and workspace may be shared with office colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor, task lamp and phone
- Work requires long hours in front of a computer/laptop screen
- During COVID-19 restrictions, employees are required to have their own workspace, access to internet, and phone

## 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.

## Job Information

**Position Level:** Individual contributor

**Department:** Fundraising Department / Mass Marketing

**Position Status:** Permanent

**Activity Rate:** 100% (Full time), 37.5 hrs. per week

**Location:** Toronto

**Salary Grade:** Level B on the MSF Canada Salary Grid, \$55,264 per year

**Status:** Must be legally entitled to work in Canada

**Benefits:** Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D, LTD), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no matching required), starting 4 weeks' Vacation/year, flexible work hours, annual professional development budget, Employee and Family Assistance Program (EFAP), and a positive and innovative office culture grounded in our core values of humanity, integrity and results.