



Monthly Giving Digital Coordinator

Hours: Full-time (37.5 hours/week)

Duration: Permanent Location: Ottawa or Toronto – Hybrid

Salary: \$73,636 per annum

Travel: Some travel required between Ottawa and Toronto office

Deadline: Applications are accepted until 5pm (eastern time) Wednesday, March 8, 2023

Union: Unifor Local 567

Amnesty International Canadian Section (English Speaking) also known as AICES is looking for a passionate Monthly Giving Digital Coordinator (MGDC) to coordinate our digital strategies with donors, support strategic fundraising goals, and continue the growth of the digital and overall monthly giving program.

Reporting to the Manager, Monthly Giving and Data, the Monthly Giving Digital Coordinator has responsibility for key areas within the Monthly Giving program requiring initiative and creative digital marketing approaches to grow this mission-critical fundraising program.

The primary focus of the position is to design and support digital strategies to increase fundraising revenues by attracting more donors, ensuring they are engaged through supporter/engagement journeys and increasing their level of giving over time. In addition, the Coordinator is responsible for working with members of the Digital Team and vendors for external marketing and donor recruitment initiatives.

This individual works closely with colleagues across the Branch to contribute to improving processes, practices, systems and tools within the Fundraising team to ensure they are equitable, transparent, and efficient.

Your experience working in digital fundraising and marketing and interest in human rights, will help Amnesty International Canada strengthen its reputation as a leader in human rights both internally and externally. The Monthly Giving Digital Coordinator will join Amnesty International Canada during an exciting time as the organization moves forward with its new strategic framework. This is a transformative time for the organization, and you will have the opportunity to contribute to improved processes, practices and systems and tools towards a bold new era of equity, anti-oppression, transparency and efficiency for Amnesty International Canada.

The successful candidate must bring a lens of anti-racism, anti-oppression, gender mainstreaming, intersectionality, inclusivity, and accessibility to external and internal work, to all interpersonal interactions, and in line with any organization policies and protocols.

WHAT YOU'LL DO

Acquire and reactivate more digital monthly donors (50% of time)

- Work with the Digital Team to acquire new donors straight to monthly giving through email campaigns.
- Work with the Digital Team to acquire new leads for telemarketing conversion to monthly donors.
- Work with the Digital Team to acquire single gift donors for telemarketing and email conversion to monthly donors.
- Develop an annual plan and create content to convert single gift donors and activists to become monthly donors via email and work with the Digital Team to implement appeals.
- Develop an annual plan and email content to target and reactivate lapsed monthly donors.
- Work with the Monthly Giving Acquisition Coordinator to coordinate activities with related telemarketing campaigns and vendors.
- Work with external vendors and the Digital Team to recruit new monthly donors through external marketing via Google Display Network, Facebook, Instagram, YouTube and more.
- Track and report on results to ensure digital fundraising activities are performing optimally (including against other acquisition sources and activities).
- Design and implement new strategies for recruiting and engaging donors including sms, text and video messages. Design and implement tests of these initiatives to measure their cost-effectiveness compared to other strategies.

Develop, deploy, and monitor donor stewardship plan for monthly donors (25% of time)

- Create and manage digital welcome journeys including supporting mail elements.
- Coordinate with other fundraising staff and departments to ensure supporter/engagement journeys are consistent with the acquisition method used to recruit the donor and with organizational goals and priorities.
- Work with Digital Engagement Coordinator to produce e-newsletters and other email updates for monthly donors.
- Monitor donor acquisition and retention KPIs to ensure plans focus on the areas with the highest retention (lowest attrition) rates and provide regular reporting back to the Monthly Giving Team.
- Work with relevant staff members to update and coordinate the sending of welcome packs and thank you letters (online and offline) regularly to reflect current Amnesty campaigns and priorities and ensure communications are sent in a timely fashion.
- If time permits, work with Monthly Giving Acquisition Coordinator to revise annual tax receipting as a stewardship opportunity to deepen supporter engagement.

Generate strategies to receive additional income from current monthly donors (15% of time):

- Develop plans and email content to send customized appeals to monthly donors several times throughout the year, including year-end gifts and crisis appeals (working with the Digital Communications Team as appropriate).
- Work with the Monthly Giving Acquisition Coordinator to implement a digital upgrade strategy, in coordination with telemarketing upgrade calling, and work with Digital Team members to implement tests and the campaign (including supporting emails to the upgrade).
- Test and monitor the results to ensure new donors are being asked at the optimal time in the donor journey.

Market trends and testing (10% of time:)

- Identify and test new initiatives to support retention, acquisition, and recovery work.
- Research and liaise with other Amnesty sections and within the sector on best practices and implement ideas where possible
- Identify opportunities to test and integrate other channels such as SMS, DRTV, mobile giving and other tools.
- Closely track results and costs to ensure optimal results.
- Coordinate the Monthly Giving Roundtable on behalf of the Monthly Giving team.
- Work with staff in other organizations to set dates, create agendas, design the data template, collect and report on data from all participants, and chair meetings as required.
- Maintain the list of participants and send communications to all organizations relating to the Roundtable.

WHAT WE'RE LOOKING FOR IN A CANDIDATE

Amnesty International Canada is seeking an individual who can contribute to the diversity of Amnesty's workforce and its inclusive, anti-racist and anti-oppressive practices. The successful candidate will have a deep and abiding commitment to tackling systemic issues affecting historically marginalized employees and communities with a specific lens of anti-racism, feminism, intersectionality, and accessibility to external and internal work. This includes an ability to support in building an environment that reflects Amnesty International Canada's promotion of a culture of respect, equity, and fairness.

SKILLS AND EXPERIENCE:

- Minimum 3 years of experience developing direct response, digital, multi-channel and/or monthly giving fundraising programs
- Minimum 2 years of experience in digital marketing tactics and techniques

- Strong communication and diplomacy skills preferably communicating with existing or prospective donors via e-mail and digital channels, direct mail, and phone
- Demonstrated proficiency with current online social media tools for communicating, including email broadcasting, Informz, Engaging Networks, and ability to interact with individuals from a variety of social backgrounds
- Excellent project and time management skills with a very keen attention to detail, coupled with the ability to multitask.
- Demonstrated proficiency with databases, e.g. iMIS, and data management, with good attention to detail and experience with CRM or other database software, especially with building and running reports, and data analysis
- Expertise with Microsoft 365 software and applications (Outlook, Word, Excel, PowerPoint, and SharePoint)
- Demonstrated ability to work well independently as well as in a team
- Strong project management and organizational skills, and the ability to work under pressure, managing multiple priorities and tight deadlines
- Strong problem-solving skills with proven success at identifying, resolving, and escalating issues
- Demonstrated ability to handle highly confidential and sensitive information with discretion
- Demonstrated ability to work in a fast-paced environment, juggling several projects simultaneously.
- Proven ability to apply an intersectional lens to your work to achieve anti-oppression in practice
- Strong interpersonal skills including collaboration and consultation as part of a team
- Proven ability to work successfully with a diverse population and in applying intersectionality in the principles of anti-racism, anti-oppression, diversity, equity and inclusion
- Passion for Amnesty International's mission in the protection and promotion of human rights for all people.

WHY WORK FOR AMNESTY INTERNATIONAL CANADA?

ABOUT US

Amnesty International is a movement of 10 million ordinary people in more than 150 countries who come together to achieve extraordinary results in defending and promoting human rights. We get discriminatory laws changed and prisoners of conscience released. We've helped stop torture, commute death sentences and worked to end violence against women. We are in solidarity with Indigenous peoples demanding that their rights be respected.

OUR COMMITMENT TO ANTI-RACISM, ANTI-OPPRESSION, DIVERSITY, EQUITY & INCLUSION (ARAO-DEI)

Amnesty International Canada is committed to employment equity, actively seeks diversity in the workplace, and welcomes and encourages applications from members of equity seeking groups including women, transgender, non-binary, and LGBTI individuals; First Nations, Metis, and Inuit individuals, persons with disabilities, and members of racialized and marginalized groups. We believe our work is stronger when it benefits from the experience, knowledge and wisdom of people who have faced systemic barriers, and encourage applications from qualified candidates who have lived experience as a member of historically underrepresented communities.

AIC values qualified diverse candidates who bring skills that contribute to our anti-racist and anti-oppression transformational journey. At AIC, employees are expected to contribute to an inclusive environment and bring the knowledge, experience, and ability to incorporate anti-racism, anti-oppression, intersectionality, gender mainstreaming, inclusion, and accessibility practices to external and internal work and to all interpersonal interactions. Click to learn more about our [Equity Journey](#).

WHAT WE OFFER

At Amnesty International Canada, we are passionate about what we do, and we are proud of our achievements as a movement. To compensate our employees for the critical work they undertake, we reward them with an attractive, sector competitive salary and benefits package plus the opportunity to develop professionally.

If you are talented, passionate about human rights and want to use your skills, knowledge, and experience to change the world, we encourage you to join us.

APPLICATION PROCESS

Together with your resume, please forward a **1-page cover letter (250 words maximum)** that includes your responses to the following questions:

1. How do you relate to Amnesty International Canada's mission?
2. How would your skills and experiences (personal and professional) translate into success in a fundraising portfolio?
3. What does a commitment to ARAO and DEI mean or look like to you?

Applications must be submitted electronically through out [Work With Us](#) careers page.

We thank everyone for their expression of interest-and truly appreciative of the time individuals put into applying-but with the limitation of time only those selected for an interview will be contacted. Amnesty International Canada is committed to providing an inclusive and barrier free

experience to applicants with accessibility needs. Requests for accommodation can be made at any stage during the recruitment process