



A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

Deputy Director, Donor Acquisition

(Permanent; Full time; Remote)

Reporting to the Mass Marketing Team Leader, the Deputy Director, Donor Acquisition, is responsible for developing, implementing and ongoing management of multi-channel acquisition fundraising campaigns to help grow UNICEF Canada's revenue and donor base with a focus on the Monthly Giving portfolio.

The Deputy Director will develop & recommend strategies to grow the donor base and identify new opportunities and channels of acquisition with a focus on both traditional and digital fundraising activities.

With specific focus on acquisition and external partnership management, the Deputy Director, Donor Acquisition is responsible for managing all activities to acquire new donors with revenue goals in excess of \$4M annually from various acquisition fundraising channels and programs. The role also manages a complex expense budget in excess of \$8 million.

The responsibilities of the position will include:

Acquisition & Partnership Management (50%)

- Develop strategy and business plans for all aspects of new donor acquisition.
- Develop, execute and manage acquisition campaigns across multiple channels including Direct Dialogue, Digital & Tele Fundraising.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.



- Work with key internal stakeholders and external agency partners to execute a robust donor conversion & reactivation program
- Lead all aspects of five or more external partner relationships including reporting, training, quarterly business reviews and annual contract review.
- Provide ongoing KPI evaluation, reporting and results optimization
- Recommend and test new programs to increase market penetration for acquisition activities within Canada leveraging national and international program best practices.
- Build a robust partner training program to ensure the UNICEF brand is consistently well represented by our partners in their interactions with donors and prospective donors.
- Work with external and internal partners to use data to acquire quality donors and reduce attrition including the first three months of donor lifecycle
- Participate as an active member of cross functional teams; Co-chair process meetings, and on cross functional teams to create pathway to pledge donor journeys

Profitability (20%)

- Manage all relevant budgets including expense management of \$5M - \$8M + annually for donor acquisition activity maintaining and updating detailed monthly financial spreadsheets and forecasts.
- Deliver analysis of daily, weekly and monthly campaign metrics to enable quicker reaction time for program optimization, gap closing and planning.
- Monitor results, complete analysis to track progress, improve results and provide ongoing strategic development of programs
- Manage quarterly budget planning with quarterly reconciliation for the acquisition portfolio.
- Provide annual forecast and revenue and expense calendarization of activities within annual operating plan.
- Present regular status updates on key areas of the program and participate in annual and quarterly performance updates.
- Ensure all documentation regarding expenses, legal agreements/contracts & donor documentation are up to date and accurate.

Strategic & Operational Planning (15%)

- Develop the strategy, annual plan and budget for the Donor Acquisition portfolio with a focus on Monthly Giving and on managing the overall ROI. Present to key stakeholders for buy in and approval
- Lead the annual contract negotiation process with external partners



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.



- Assess and recommend best practices provided by UNICEF specialists and other UNICEF NatComs.
- Conduct ongoing assessment of acquisition KPIs to identify issues and actionable insights to improve performance.
- Gather industry best practices to recommend and implement new program opportunities and improvements thru regular sector monitoring, networking and collaboration with PFP and other UNICEF NatComs.
- Share best practices with PFP and NatComs as appropriate.

People Management (15%)

- Develop an effective, motivated team of two direct reports to achieve common goals with clearly defined accountabilities which are aligned with overall strategy.
- Recruit, retain and develop an effective and motivated team to achieve common team goals.
- Conduct goal setting planning as well as quarterly and year end performance reviews for direct reports as established by organization processes
- Encourage, coach and foster opportunities for development and personal growth
- Support employee engagement strategies as required.

The ideal candidate will have:

- A minimum of seven (7) plus years of relevant work experience including experience in customer/donor acquisition.
- University degree or college diploma in Fundraising, Marketing or related field or equivalent experience;
- Strategic & Analytical thinking and financial acumen with an understanding of drivers of donor acquisition ROI & Long Term Value
- Digital marketing experience with an emphasis on acquisition campaigns.
- Experience with business planning, budgeting & forecasting Experience managing multiple internal & external partners to deliver programs and results. Direct Dialogue experience an asset.
- Experience with contract negotiation and sales training
- Demonstrated experience planning, executing and measuring successful multichannel direct response marketing campaigns with an innovation and test and learn orientation.
- Excellent project management skills with strong attention to detail and the ability to multi-task to deliver quality programs on time and on budget.
- Excellent communication skills, both written and oral.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.



- Proven strong work ethic with a proactive approach to delivering on results;
- Self-motivated, team oriented individual who believes in proactive and transparent communication and frequently collaborating with peers;
- A keen interest in the work and mission of UNICEF Canada;
- Intermediate Excel skills
- Experience with Raiser's Edge or similar relational database (an asset)

Salary Range: \$85,000 to \$104,000 per year.

What we offer

UNICEF Canada strongly supports workplace wellness and offers the following benefits:

- Extended Health and Dental Benefits with Health Care Spending Account
- Life insurance and AD&D
- Short Term Disability (STD)
- Long Term Disability (LTD)
- Employer contributions (5%) to Group Pension plan
- Employee and Family Assistance Program (EFAP)
- 2 paid personal days
- 10 paid sick days
- Maternity and Parental leave top-up
- 3 weeks of annual leave (vacation time increases with time served)
- One additional day of vacation on the anniversary of each year of service, up to a maximum of 30 days.
- Staff Appreciation Days.
- Currently offering Remote work option.
- Learning and Development Opportunities.
- Discounted rate for a GoodLife membership.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **March 1, 2023**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Deputy Director, Donor Acquisition**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Safeguarding Policy, the successful candidate must receive clearance by a police background check, including a vulnerable sector screen.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.



unicef for every child

CANADA

UNICEF Canada is an inclusive workplace and is committed to championing diversity, equity, inclusion and accessibility. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.



EMPLOYER
PARTNER

