



## Development Officer, Direct Response

Do you love animals as much as we do? Join us and you can make a difference every day!

Toronto Humane Society finds new homes for thousands of animals and helps keep families together. However, Toronto Humane Society is more than an animal shelter. We are an educational resource and support system, a leading voice in animal welfare and accessible care. Toronto Humane Society is a center of excellence, a space where best practices and boundary-pushing knowledge exchange meet with unyielding optimism and a love for animals to create something special. Toronto Humane Society is like no other.

### **Working at Toronto Humane Society:**

At Toronto Humane Society, we are drawn together by our **purpose**. The power of the Human-Animal Bond, it's a bond like no other, and it's the reason we get up in the morning. If you love animals as much as we do, you understand why we work so hard to provide the best life possible for the animals in our care and the people who bond with them. It's our expertise at every step of the journey, combined with the love and support provided by people in our community that complete the circle.

At Toronto Humane Society we recognize that the field of animal welfare and the challenges it presents are ever changing. Because of this, we encourage and support our staff, volunteers, foster parents and other stakeholders to continue their **learning** journey. We believe that a commitment to learning and growing daily is the only way we will ever achieve our mission, not just as an organization, but also as individuals. In order to learn, we must be comfortable in the unknown, be able to take measured risks, and when we fail – be ready to accept it as an opportunity for growth. We want our people to continually develop and expand, finding creative ways to increase both our impact and theirs.

### **Job Summary**

Reporting to the Senior Development Officer, Annual Giving, the Development Officer, Direct Response will coordinate and implement Toronto Humane Society's annual direct response program. This includes the design, development, coordination, and delivery of digital and direct mail appeals. The Development Officer, Direct Response will also be responsible for donor selection/segmentation, cultivation, solicitation, stewardship, renewals, and upgrades to support the organization's revenue goals. In addition, the successful candidate will contribute to the overall management of the donor database. This role will work within the team and across the organization to ensure an integrated approach throughout the donor lifecycle and across all channels.

### **Competencies**

- Strategic and Creative Thinking
- Communication – Written & Oral
- Project Management
- Data Analytics
- Adaptability/Flexibility
- Teamwork
- Attention to Detail
- Organization
- Professionalism
- Resourcefulness
- Time Management
- Passionate/Driven

### **Job Duties**

#### Direct Response Fundraising:

- Develops and implements an integrated annual direct response plan that maximizes net income and achieves overall program targets and objectives.

- Applies appropriate innovations within direct response fundraising by adjusting strategies and tactics.
- Leads the creative development and design of all direct response appeals.
- Supports the Senior Development Officer, Annual Fund and Director, Integrated Marketing and Development to develop and implement an integrated direct response program strategy that achieves revenue targets, maximizes net income, and meets established performance metrics and objectives in alignment with our values as an organization.
- Coordinates with external agencies and internal resources in the delivery of direct response programs by developing revenue and communications objectives, providing strategic directions, approving copy and creative, and facilitating required donor data.
- Develops schedule and critical path for each component of the direct response program, including acquisition and conversion strategies.
- Works with the fundraising and marketing teams to ensure that proper tracking systems are in place to monitor campaigns and appeals.
- Analyzes appeal performance and campaign effectiveness against set benchmarks and performance metrics.
- Produces timely reports showing performance against targets and analytics related to our supporters.
- Collaborates with program and communications staff to identify compelling stories of impact that are effective and appropriate to use in direct response appeals.
- Works closely with MarComm staff to develop and implement a plan to integrate online and offline direct response initiatives and effectively leverage different channels for fundraising purposes.
- Works closely with the Database Administration Team to ensure data integrity, effective data capture, data pulls, and identify data opportunities and challenges.
- Manages and maintains inventories of direct response materials.
- Assists and guides other members of the team on direct response methods and protocols.
- Be present and support the execution of other organization campaigns and events.
- Ensures that all direct response program initiatives comply with national and provincial regulations including, but not limited to PIPEDA, CRA, CMA, Imagine Canada's Ethical Fundraising and Financial Accountability Code and AFP's Code of Ethical Principles and Standards.

#### Management & Administration:

- Responsible for the supervision of allocated staff and volunteers, including scheduling, reviewing work, training, and assisting with personnel action such as hiring, transferring, promoting, disciplining, and conducting performance reviews.
- Support, coach, mentor and develop staff and volunteers, including overseeing new employee onboarding and assist with career development planning and opportunities.
- Development, execution, and adherence to budget of related oversight area,
- Ensures proper reporting of funds provided to finance department.
- Foster, promote, support and drive inclusion and influence others to promote, embrace and progress Diversity, Equity & Inclusion at Toronto Humane Society.
- Liaise among management and other stakeholders to ensure that goals are achieved, processes are improved, and resolutions provided to problems.
- Lead and foster an environment of teamwork and cooperation.
- Cooperate with other staff members to ensure efficiency of care and support for donors.
- Participate in the development and maintenance of policies/protocols related to area of oversight.
- Attend and participate in workshops, seminars, and in-service training to further personal education, skills, and training as required.

- Present a positive and professional image of the organization when interacting with donors, employees, clients/customers, visitors, and other external stakeholders.
- Maintain a high level of confidentiality in all interactions.
- Work in compliance with the provisions of the Ontario Health and Safety Act and its regulations, including understanding and adhering to the requirements of the Health and Safety Manual, and any other rules and regulations established by Toronto Humane Society.
- Other duties as required in the day-to-day operation of the organization.

### **Job Requirements**

- University degree, post-secondary diploma in Marketing/Fundraising or related field, and
- CFRE Designation or pursuit thereof, and
- A minimum of five (5) years of progressive experience in fundraising including 2 years managing direct response programs ideally within the charitable sector,
- At least 2 years of management experience, staff and/or volunteers,
- Or an equivalent combination of education and experience sufficient to successfully perform the essentials duties of the role.
- Demonstrated knowledge of the principles and practices associated with direct response fundraising.
- Excellent written and spoken skills in English required, including the ability to communicate for direct response purposes and communicate complex issues in a way that is concise, professional, and easily understood.
- Strong organizational, project management and time management skills with the ability to prioritize and manage conflicting demands.
- Meticulous records maintenance skills and strong understanding of data integrity.
- Superior public relations skills with experience working directly with donors.
- Proven capacity to work in a self-directed manner as well as demonstrated capacity to work collaboratively with other staff and volunteers.
- High proficiency using computer applications including Microsoft Word, Excel, PowerPoint and Contact Management Systems (Raisers Edge is an asset).
- A clear and solid understanding of the issues faced by the organization and the industry.

### **Work Conditions**

- Interaction with donors, employees, management, and the public at large, under varying circumstances, including situations of a highly sensitive nature.
- Flexible hours, including nights, weekends, and holidays.
- May be required to work long hours.
- High levels of stress and pressure.
- Opportunity to work remotely.
- May involve the lifting, carrying, pushing, and/or pulling of heavy to moderately heavy objects and materials.
- Performance of essential functions may require exposure to adverse environmental conditions, such as dirt, dust, odors, wetness, noise extremes, hazardous materials, toxic agents, animal/wildlife attacks, animal bites, disease, pathogenic substances, or rude/irate customers.

### **Benefits of Working at Toronto Humane Society**

- Paid Time Off
  - 3 weeks vacation
  - Paid sick time
  - 2 float days
- RRSP Matching Program
- Comprehensive Health Benefits including:
  - Prescription Drug Coverage
  - Paramedical Coverage
  - Vision
  - Dental
  - Out of Country
  - Life Insurance
- Employee Assistance Program
- Employee Discounts on:
  - Pet Insurance
  - Pet Adoption
  - Pet Medical Procedures
  - Pet Training/Behavioural Classes
  - Pet Food and Supplies
  - Toronto Humane Society Apparel
- Opportunity for hybrid work
- Flexible working hours
- Growth & development encouraged and supported
- On-site parking

This position is **not unionized**.

- Interested applicants should forward a copy of their resume to:  
[hr@torontohumanesociety.com](mailto:hr@torontohumanesociety.com)

Toronto Humane Society is committed to building and sustaining a diverse and equitable workplace where people's unique backgrounds, experiences, and perspectives are valued, respected, and welcome. We recognize that a diverse and empowered workforce helps us better serve our animals, clients, and community and contributes to Toronto Humane Society's overall growth and success. Therefore, we strongly encourage qualified applications from underrepresented and equity-deserving groups within the animal welfare sector, including Indigenous, Black, racialized, immigrant, 2S/LGBTQ+, and people with disabilities.

Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the Bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.