



Development Officer, Monthly Giving

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 Fund, the Development Officer, Monthly Giving is responsible for the development and growth of our Monthly Giving fundraising channel. This position has oversight over the monthly giving program and develops strategies utilizing multi-channels to acquire new monthly donors, convert one-time donors and manage upgrade campaigns. This individual works closely with colleagues to develop and execute campaigns that will increase the lifetime value of this donor group.

The Development Officer, Monthly Giving works with the Senior Development Officer, Annual Fund to develop an annual budget, programmatic objectives and key results (OKRs), and the strategies for achieving objectives. They are responsible for proactively managing and developing strong relationships with current and prospective monthly donors through cultivation and stewardship activities to foster loyalty and commitment to Toronto Humane Society's mission. Key activities include researching and identifying strong prospective monthly donors, soliciting new and increased monthly gifts, tracking all outreach within the customer relationship management (CRM) system, and routine reporting on all progress, activities, and OKRs. This role works within the team and across the organization to ensure an integrated approach throughout the donor lifecycle, across all channels.

Competencies

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

Job Duties

Programmatic Responsibilities

- Develops and implements an integrated monthly giving plan that maximizes net income and achieves overall program targets and objectives.
- Manage and cultivate monthly donor relationships to achieve specified goals for reactivation, recruitment, retention, and upgrading monthly donors and grow the fundraising channel.
- Applies appropriate innovations within monthly giving channel by testing and adjusting tactics.
- Research one-time donors and active supporters to identify prime prospects for monthly giving and convert them utilizing proven industry tactics.
- Utilize a combination of proven fundraising tactics, knowledge, and expertise to formulate and propose a strategy, with a plan of action, to successfully retain, recruit, and upgrade monthly donors,
- Supports the Senior Development Officer, Annual Fund and Director, Integrated Marketing and Development to develop and implement an integrated monthly giving strategy that achieves revenue targets, maximizes net income, and meets established performance metrics and objectives in alignment with our values as an organization.
- 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.
- Track all failed monthly gifts; develop and execute a reactivation strategy for lapsed sustainer with activities to include calling, emailing, and sending letters to donors whose credit cards have declined; facilitate the process of updating monthly donors' credit card information and gifts.
- Lead in the development and implementation of a monthly donor reactivation strategy.
- Identify and flag potential major and planned gift donors amongst the monthly donor cohort.
- Act as the main point-of-contact for the monthly giving channel and monthly donors.
- Collaborate with other members of the Annual Giving Team on implementing of new cultivation, stewardship, retention, reactivation, and solicitation strategies to further grow the monthly giving channel as a whole.
- Works closely with the Database Administration Team to ensure data integrity, effective data capture, data pulls, and identify data opportunities and challenges.
- Assists and guides other members of the team on monthly giving methods and protocols.
- Be present and support the execution of other organization campaigns and events.
- Ensures that all monthly giving channel 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 managing monthly giving or other donor focused fundraising programs,
- 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 monthly giving fundraising.
- Excellent written and verbal English skills required,
- 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 comprehensive understanding of the issues faced by the organization within the non-profit 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:
hiring@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.