



Director, Annual Giving

**Position Type:** Full-Time

**Date Ad Posted:** May 3, 2023

**Territory:** National

**Application Deadline:** May 18, 2023

**Location(s):** Hybrid

**Experience:** 7-10 Years

### The Opportunity

Habitat for Humanity Canada is a national charitable organization working toward a world where everyone has a decent and affordable place to call home. We bring communities together to help families build strength, stability and independence through affordable homeownership and other housing solutions across Canada and around the world. With the help of volunteers, Habitat homeowners and 48 local Habitats working in every province and territory, we provide a solid foundation for better, healthier lives in Canada and around the world.

We deeply value our culture and colleagues, and we have collaboratively created the following vision statement: "We foster and build equity through affordable housing, by fully integrating diversity and inclusion into everything we do. Every individual involved with Habitat feels safe and encouraged to bring their whole selves to our mission and they know they are valued, heard, and respected."

We are proud of our team's diversity, and we encourage and will welcome applications from people who will enrich it further.

Reporting to the Vice President, Resource Development (the "VP"), the Director, Annual Giving (the "Director") will lead the strategic development, management, and delivery of Habitat for Humanity Canada's (HFHC) integrated annual giving programming with a goal to grow the number of returning and new individual donors and the amount of related annual revenue. The Director will work as an integrated member of the Resource Development team contributing their expertise to maximize fundraising revenues for the organization primarily through direct response and digital.

### Your Impact

As a valued member of our team, you will help advance our strategy and mission of helping more families to secure safe and affordable homes through:

- Build, enhance, and oversee a best-in-class direct response program through effective strategic, operational and budget planning, program evaluation, monitoring and reporting that drive one time, monthly, designated and undesignated revenues to the organization.
- Maximize the net revenue through improved targeting of direct response appeals and optimization of the production costs, which includes monitoring the ROI and negotiating value-based pricing with agencies and vendors.
- Collaborate with the Communications & Partnership team on the messaging and creative strategy for all donor communications to ensure alignment with HFHC's overall marketing objectives; and to prioritize digital opportunities that support HFHC's strategic growth plan and revenue objectives.

- Ensuring the analysis and reporting systems of the direct response programs are in place and that a standard set of reports are developed and adhered to.
- Make strategic recommendations based on insights derived from program results and from the analyses of donor database activity.
- Provide monthly executive report on fundraising activities, giving trends, plans for growth.
- Oversee the relationships with external agencies in the delivery of direct marketing programs to achieve revenue objectives, providing strategic direction, and facilitating required donor data and with a strong understanding of direct response technology tools.
- Plan and oversee conversion, gift upgrade and stewardship of monthly giving donors with the goal of growing donor retention and the sustainable annual revenue.
- Develop and implement dedicated solicitation and cultivation programming for donors with the annual cash gift between \$1,000 and \$4,999 (mid-level donors).
- Maintain and improve the system of stewardship programming for annual individual donors, including onboarding of new donors, as well as donor journey and communication for existing donors.
- Drive innovation and create a 'competitive advantage' online by creating and delivering an effective digital program for the fundraising team that maximizes revenue potential for the organization and builds a community of engaged donors.
- Work with database team to optimize coding and payment processing as well as oversee relationship with third party donation processing organization.
- Collaborate with Habitat affiliates and Habitat for Humanity International on direct response programs based on strategy and approved board plans.
- Grow knowledge of giving trends and stay abreast of emerging technologies to help grow annual individual giving programming.

## Qualifications

- 7-10 years of experience in the field of Direct Response and digital marketing.
- Demonstrated track record of providing strategic direction in the development and implementation of targeted multi-channel direct marketing campaigns that include mail, online, email, social, telephone and face to face.
- Demonstrated success leading agencies in the delivery of direct marketing fundraising programs.
- Demonstrated success providing corporate giving and partnership opportunities in direct marketing fundraising programs.
- Strong understanding of The Raiser's Edge and Luminare Online (or similar platforms).
- Post-secondary education in a relevant discipline from a recognized academic institution, preferably in Marketing, Communications, or Fund Development.
- Superior knowledge of marketing and donor relation principles and data segmentation techniques.
- Demonstrated record of problem-solving and priority-setting in a fast paced, complex and evolving environment.

## Skills & Attributes

- Effective at developing positive internal stakeholder relations including the ability to influence without authority.
- Ability to think and plan within a strategic marketing framework.
- Ability to prioritize, manage details and execute with excellence.
- Ability to effectively develop strong cross-functional partnerships, evidenced by a track record of teamwork and collegiality.
- Expert knowledge of MS Office and other relevant software programs.
- Empathetic to the cause – passion to make a difference.
- Strong communication skills, both written and verbal.
- Ability to work in French a strong asset.
- Experience in a non-profit environment is an asset.

**Salary Range: \$85,000 – \$100,000**

Throughout your interview process, we'll learn more about your skills and experience and determine your starting salary based on what you bring to the team.

**Applications must be received before 5pm EST on May 18, 2023**

**Please note that we will be reviewing and evaluating applications on an ongoing basis, and we therefore encourage early submissions.**

Don't meet every single requirement? Women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Habitat, we are dedicated to building a diverse, inclusive and authentic workplace. So, if you're excited about this role, but your past experience doesn't align perfectly with every qualification in the job description, **we encourage you to apply anyways**. You may be just the right candidate for this or other roles.

Accommodation will be provided in accordance with the Ontario Human Rights Code. Applicants need to make any accommodation requests for the interview or selection process known in advance. Habitat for Humanity Canada will arrange reasonable and appropriate accommodation for the selection process which will enable those with disabilities to be assessed in a fair and equitable manner.

We thank all applicants for applying, however, only those selected for an interview will be contacted (no phone calls please).

**About Habitat for Humanity Canada**

Founded in 1985, Habitat for Humanity Canada is a national, charitable organization working toward a world where everyone has a decent and affordable place to call home. Habitat for Humanity brings communities together to help families build strength, stability and independence through affordable homeownership. With the help of volunteers, Habitat homeowners and 48 local Habitats working in every province and territory, we provide a solid foundation for better, healthier lives in Canada and around the world. Habitat for Humanity Canada is a member of Habitat for Humanity International, which was established in 1976 and has grown to become a leading global nonprofit working in more than 70 countries. For more information, please visit [www.habitat.ca](http://www.habitat.ca).