



EST. 1899

United for Literacy
Litt ratie Ensemble



POSITION AVAILABLE

Title: Donor Relations Coordinator

Term: Permanent, full-time

Location: Remote

Employment Start Date: October 10, 2023

Application Deadline: September 20, 2023

Why Literacy? Work with purpose at United for Literacy.

Canada's literacy divide widens daily because so many people lack adequate support. Solving systemic literacy challenges is key to advancing social equity and prosperity across our country. **Literacy changes everything.**

United for Literacy (formerly Frontier College) is a national charity that was founded in 1899. We believe literacy is a right, and that every place can be a learning place. Our vision is a Canada in which everyone has the literacy skills they need to achieve their goals at school, at work, and in life. Our mission is to provide local learning support programs that change lives.

We encourage applications that reflect the diverse cultures and socio-economic backgrounds we serve at United for Literacy. In keeping with our ongoing efforts to promote equity and reflect the diversity of our organization, we encourage applications from Indigenous peoples, persons with disabilities and members of visible minorities.

United for Literacy operates on the traditional territory of many First Nations, M tis, and Inuit. From coast to coast to coast, we acknowledge the ancestral and unceded territories of all the First People's that call this land home. We do this to reaffirm our commitment and responsibility in improving relationships between nations and to improve our own understanding of local Indigenous peoples and their cultures. We are grateful for the opportunity to learn about, and from the many First Peoples of this territory.

The opportunity:

Reporting to the Director, Communications and Annual Giving, the Donor Relations Coordinator is responsible for the day-to-day management of United for Literacy's direct response program, donor database, and donor relations. Assisting with the development and execution of the annual direct response plan, the Coordinator provides support to the program area in all tactical areas of donor acquisition, conversion, upgrade, and retention. The Coordinator is the first point of contact for donors who call to make a donation, to change their contact or donation information. Working with other members of United for Literacy staff, regional offices, and Senior Leadership, the Coordinator maintains accuracy of the active donor database including all related donor record administration, briefing, and action notes.

Main responsibilities and major duties:

Donor Relations (40%)

- Maintains accuracy of the active donor database including all related donor record administration, briefing and action notes.
- Using a donor centric approach, responsible for effective and efficient donor stewardship and cultivation through response to donor correspondence and requests, including existing donors and prospects within all fund development programs.
- Contributes to donor stewardship strategies with an objective to further engage all donors.
- Responding to donor and general tax receipt enquiries by telephone and in writing.
- Prepare and ensure accuracy of donor stewardship list for annual publications and reports.
- Supports all members of the fund development team to ensure alignment and integration of donor, sponsor and funder goals and strategies.

Database Management (30%)

- Monitor progress, track and generate financial reports and analysis against trends and to improve future initiatives.
- Processing of electronic fund transfers and credit card donations.
- Generating queries and reports using database or other required formats.
- Prepares appropriate donor file selection criteria, segmentation, and messaging for direct response appeals.
- Participating in the development of database policies, procedures, and systems to ensure that the integrity of data is maintained.

Direct Response (30%)

- Effectively execute direct response fundraising appeals focused on maximizing revenue generation, which are consistently delivered on time and on budget.
- Manage partnerships with agencies and vendors related to the annual giving program from concept development to completion of projects to timelines and budget.
- Contributes to development of appeal strategy for one-time giving and monthly giving.
- Coordinates and project manage the direct response appeals in the annual individual giving programs which includes direct response donors and acquisition efforts, online appeals, and execution tasks including data, design, and content sourcing.
- Manage feedback to the organization and forwards approvals on copy, art, data, quantities, and budget considerations.
- Responsible for monitoring, evaluating, and reporting on individual giving program metrics, provide insights into key performance indicators as defined by leadership, and provide additional analysis where required.

Competencies

Knowledge in the areas of:

- Minimum of 3 or more years of fundraising experience.
- A university degree or college diploma in a relevant field.
- Proven track record with annual giving program.
- Hands on experience with database management, mining and hygiene an asset.
- Strong understanding of financial planning and adherence to CRA rules and regulations.
- Experience with national programs or organizations.

Skills and abilities in the areas of:

- Project management including managing multiple priorities and deadlines.
- Customer service, face to face communication, written and over the phone.
- Strong analytical and data skills, including data segmentation techniques.
- Strong attention to detail while producing and working at a fast pace.
- Ability to recognize priorities and multi-task.
- Strong interpersonal skills with the ability to build relationships; demonstrable success working effectively on cross-functional teams.
- Experience using Donor Perfect, Raisin, and Salesforce.
- Strong computer skills with advanced skills in Microsoft Office applications.
- Ability to work professionally and productively with outside service providers.
- Demonstrate record of problem-solving and priority-setting in a fast paced, complex and evolving environment.
- Ability to exercise full discretion in dealing with confidential matters.

Additional attributes:

- Bilingual – written and spoken.
- Self-motivated.
- Adaptable, responsible, and creative.

Working Conditions:

- Occasional evening and weekend work.

Working with United for Literacy

Salary: \$38,000 - \$43,000

Hours of Work: 35 hours per week

In addition to your salary, you will benefit from:

- 15 vacation days per calendar year, pro-rated.
- Plus: paid time off during our seasonal closure between Boxing Day and New Year's Day.
- Plus: half-days off before some long weekends (start your long weekend early!)
- Plus: generous and compassionate wellness time allowance, and a "floating day" for personal/cultural events.
- Flexible work hours, remote work options (in consultation with your supervisor.)
- Comprehensive health, vision, and dental benefits package after probationary period
- Employer-matched contribution to defined contribution pension plan. (Eligible to enroll after one year of employment.)
- A work environment that seeks to be open, inclusive, and fun.
- Staff-led groups and committees include, among others: Equity, Diversity, and Inclusion (EDI); Green Team; Internal Skills Development; and more.
- Connect with your colleagues from coast to coast to coast for team-wide trainings and learning.

Ready to join our team? Please email your cover letter and resume to:

Meredith Roberts, Director of Communications and Annual Giving

mroberts@unitedforliteracy.ca

No phone calls, please. You will be contacted if you are selected for an interview.

For more information about United for Literacy visit www.unitedforliteracy.ca

We welcome applications from individuals who self-identify on the basis of any of the protected grounds under the *Human Rights Code*. We are committed to integration and maintaining the independence of individuals and removing barriers to accessibility in the workplace. We are committed to full compliance with the *Human Rights Code*, the *Accessibility for Ontarians with Disabilities Act*, the *Occupational Health and Safety Act*, and all other applicable legislation. We invite applicants to request accommodation, as required, throughout the application and hiring process.

We require some of our staff to be fully vaccinated against COVID-19 to do in-person work. Exemptions for valid medical reasons will be considered.