



## Job Advertisement **Blakely – Strategist**

Blakely is a woman owned and led strategic fundraising and marketing agency that combines expertise with fresh thinking. Since its founding, Blakely has helped some of the largest, and smallest, non-profits drive results and change lives. While Blakely's team of strategists, creators, analysts, and project managers have many backgrounds, they all share one ambition: to help non-profits achieve their goals. Blakely values transparency, collaboration, hard work, and curiosity and believes in ideas over egos, guts over glory, collaboration over competition.

It is within this context that Blakely is seeking applications and nominations for the appointment of a **Strategist**.

Reporting to the Director of Planning, as an integral member of the Planning team, the Strategist works together with the Director and other senior team members to translate client objectives alongside insights and trends into actionable, audience-led, go-to-market strategies and plans. The Strategist is responsible for developing effective fundraising strategies based on a solid foundation of insights and analytics, that secure the growth of Blakely's client's annual programs. The Strategist will also represent Blakely at events, conferences, and client meetings and builds relationships across the sector, and supports the client relations team by providing comprehensive fundraising strategies that align with the organization's objectives.

As the ideal candidate, you are a proven fundraiser with experience developing direct marketing programs for not-for-profit organizations. You bring a depth of knowledge about integrated direct marketing and annual giving, including digitally integrated campaigns via email, paid media, video, and direct mail. You have a passion for insights and analytics and enjoy diving into data to understand the program's performance to determine appropriate strategic priorities. You are at ease presenting to various sized audiences and have excellent relationship skills. You have managed multiple projects with competing priorities and timelines with

a broad range of internal and external partners simultaneously. As such, you are able to think strategically about challenges while developing and executing plans in a fast-paced customer focused manner.

To learn more about this important leadership opportunity with Blakely, please submit a comprehensive resume along with a cover letter in confidence to Jane Griffith ([jane@griffithgroup.ca](mailto:jane@griffithgroup.ca)) and/or Noshina Choudhary ([noshina@griffithgroup.ca](mailto:noshina@griffithgroup.ca)) or visit: <https://griffithgroup.ca/blakely-strategist/>.

**Salary Range and Compensation Package:** \$75,000 - \$90,000 commensurate with experience plus a comprehensive benefits package including health, dental and vision care, 3 weeks vacation plus an additional 9.5 Blakely days off (half day Fridays before each long weekend and the office is closed for one week at the end of December each year).

**Location/WFH:** This is a location-flexible work from home position, within Canada. Maintaining a good working relationship is key to success, and Blakely gathers its entire team together **3 – 4 times a year in Aurora, ON**. Additionally, some department meetings, and some 1-on-1 meetings will be held in person throughout the year.

For those that live 150KMs or more away from Aurora, ON Blakely covers all travel expenses in line with its travel policy. In addition, because this is a client facing role, there will be in person client meetings required, dependent on the client and Blakely needs, again reimbursable based on the travel policy.

As a workplace which strives to create a culture based on inclusivity and teamwork, Blakely believes that its culture is its biggest competitive advantage. It provides equal opportunity to all employees and applicants without regard to race, religion, colour, gender identity, age, sexual orientation, neurodiversity or disability, visible or invisible.

**All qualified candidates are welcome to apply; however, priority will be given to those legally eligible to work in Canada.**

Blakely and Griffith Group are committed to an inclusive, accessible and welcoming hiring process that provides reasonable accommodation to all applicants. Please advise Jane Griffith ([jane@griffithgroup.ca](mailto:jane@griffithgroup.ca)) should you require any accommodation

to participate in this posting, recruitment, selection and/or assessment processes.