

Dyslexia Canada is seeking a Manager of Digital Fundraising to manage the day-to-day operations of our mass market fundraising program (\$500 or less) and to provide strategic expertise on the growth of the file, which includes annual giving, monthly giving, and short-term campaigns.

Under the supervision of the Director of Fundraising and working with a small team across Canada, this newly developed role will work strategically to grow and sustain the donor base. This position will play a lead role in developing and executing our strategy to acquire and retain new high quality monthly and one time giving donors. They will also operationalize, manage and analyze the effectiveness of donor acquisition and retention initiatives through digital channels.

The successful candidate will be an expert in digital fundraising and mass market, who is excited to continue building a robust mass market file.

Responsibilities include:

- Develop and execute a multi-channel mass market fundraising and engagement strategy, in collaboration with the Director of Fundraising, and in alignment with the other fundraising pillars
- Manage the ongoing day to day digital acquisition and retention program for Dyslexia Canada using email marketing, lead generation, social media (paid and organic), display ads, search and other digital platforms as appropriate.
- Lead the digital fundraising strategy to increase individual giving revenue through online donor renewal and retention, acquiring, converting or upgrading monthly donors, and new donor recruitment
- Work with the broader team to ensure that all fundraising efforts are fully integrated across mass market, major gifts, community giving and organizational branding. Ensure messaging and experiences are cohesive, brand-aligned, and impactful across all donor touchpoints
- Provide support and expertise to the planning and execution of the digital fundraising component of our flagship Mark It Read awareness campaign (annual in October). Participate in broader planning of Mark It Read branding and contribute to the overall success.
- Design, execute, and optimize 3-4 micro multi-channel digital fundraising campaigns—including email solicitation, social media, digital ads, and donation landing pages.
- Identify new and creative growth strategies; develop plans to reach growth targets; ensure ongoing testing and program optimization.
- Develop and monitor clearly defined metrics of success for all digital activity, providing regular reporting to key stakeholders. In collaboration with the Social Media Coordinator, identify and work towards shared targets and measures of success

- Provide minor support, as needed, on community giving, donor stewardship, and physical mailings

What you will need:

- Strong expertise, and preferably 3 - 7 years of experience, with digital fundraising responsibilities
- Exceptional writing skills including compelling appeal content, stewardship, donor recognition materials, and ensure consistent and personalized donor touches.
- Strong expertise in paid advertising on various digital platforms (such as Google Ads or Meta Ads Manager) and skilled in campaign segmentation, automation, website landing page development, A/B testing, and Canada Helps.
- Proven and effective project management skills and proficiency in workflow planning.
- High commitment to ethical behaviour; Desire to create and explore ideas with a team; Adaptable and accountable; a curious and continuous learner
- Ability to travel for twice a year all-staff gatherings in Toronto
- Understanding of or connection to dyslexia is an asset, but is not required

Who We Are:

Our goal is to help every child in Canada be able to read, write, and spell.

Dyslexia Canada is a national charity committed to ensuring that every child in Canada, including those with dyslexia, has access to a fair and equitable education. We work with parents, educators, and policy makers to shift policies and practices that align with current scientific evidence to ensure that every child has access to effective reading instruction and intervention at school.

Access to effective reading instruction is important for all children, but especially vital for children at risk for reading difficulties, including multilingual learners, students with limited preschool literacy exposure, and children with dyslexia and other disabilities. Research shows that the interventions and programs that help children at risk, help all children learn to read more effectively.

To make this dream a reality, we provide programs for kids with dyslexia and their parents, educate teachers on how to help their students, and advocate for change on a systemic level.

We hope that you will join us.

Details:

Reports to: Director of Fundraising

Location: Remote

Employment Type: Part-Time (20 - 30 hours)

Level: Management

Salary Range: \$50,000 - \$60,000

Website: <https://dyslexiacanada.org/>