



## The Salvation Army Canada and Bermuda Territory Employment Opportunity - Donor Engagement Specialist

**Position Title:** Donor Engagement Specialist

**Job Type:** Full-time

**Division:** Territorial Headquarters – 2 Overlea Blvd Toronto

**Department:** Development

**Location:** Toronto / Hybrid

**Reporting To:** Director of Donor Engagement

**Salary Range:** \$62,000 - \$72,000

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### POSITION SUMMARY

The Donor Engagement Specialist is responsible for providing support in the development and implementation of effective direct response campaigns that aim to drive donor acquisition, donor retention and increase revenue through direct mail, digital, telemarketing and monthly giving strategies.

### ABOUT THE SALVATION ARMY

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest non-governmental direct providers of social services in the country. The Salvation Army gives hope and support to vulnerable people today and every day in 400 communities across Canada and more than 130 countries around the world.

The Salvation Army offers practical assistance for children and families, often tending to the necessities of life, providing shelter for people experiencing homelessness and food for families struggling to make ends meet. Our social service activities include (but are not limited to):

- Hunger relief for individuals and families through food banks and meal programs.
- Shelter for people experiencing homelessness and support for those needing housing.
- Rehabilitation for those struggling with substance misuse.
- Christmas assistance such as food hampers and toys.
- After-school programs and school nutrition programs for children and youth.
- Life-skills classes such as budgeting, cooking for a family, and anger management.

### Mission Statement:

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.

### Our Vision:

We are an innovative partner. Mobilized to share hope wherever there is hardship. Building communities that are just and know the love of Jesus.



## Our Values:

- **HOPE** – We give hope through the power of the gospel of Jesus Christ.
- **SERVICE** – We reach out to support others without discrimination.
- **DIGNITY** – We respect and value each other, recognizing everyone’s worth.
- **STEWARDSHIP** – We responsibly manage the resources entrusted to us.

## KEY RESPONSIBILITIES

### Digital & Direct Mail Fundraising

- Support a donor-centric approach to fundraising and stewardship.
- Support fundraising strategies to determine the best approach for donor retention and acquisition and positively impact overall long-term donor value.
- Evaluate results and make data-driven recommendations for future campaigns.
- Work with data management team to ensure donor data is captured accurately in Raiser’s Edge NXT.

### Telemarketing

- Execute end-to-end telemarketing campaigns that convert one-time gift donors and upgrade monthly donors.
- Coordinate timing, segmentation, scripts and calls to action for telemarketing campaigns.
- Evaluate campaign performance.

### Monthly Giving

- Assist in developing a strategic monthly giving fundraising plan to grow monthly giving.
- Coordinate with vendors to implement strategies for monthly donor conversion, acquisition, upgrade, reactivation, and stewardship.
- Manage timelines for each campaign to ensure deadlines are met.
- Identify opportunities to increase efficiency and maximize revenue.

### Content

- Collaborate with the Donor Engagement team, Marketing and Communications team, and other stakeholders to gather compelling content that inspire donors to take action and support fundraising campaigns.
- Develop and edit content to ensure messaging is compelling, donor-centric and it meets The Salvation Army messaging guidelines.

### Data Analytics and Reporting

- Monitor and report on fundraising campaigns, highlighting areas of concern to evaluate performance.
- Produce and present campaign reports on a regular basis and as requested.
- Track effectiveness of each campaign collaboratively with the Director of Donor Engagement, to ensure that all fundraising and stewardship campaigns complement each other and maximize revenue.



The above responsibilities must be performed in keeping with The Salvation Army's Mission, Vision, and Values, in a professional manner, upholding our code of conduct.

## **QUALIFICATIONS, EDUCATION AND EXPERIENCE REQUIREMENTS:**

### **Education, Qualifications and Certifications:**

- Minimum of a post-secondary 2-year diploma in Fundraising, Marketing, or equivalent experience
- CFRE preferred or working toward this designation.

### **Experience and Skilled Knowledge Requirements:**

- 3-5 years of experience in annual giving fundraising.
- Knowledge of fund development best practices and principles.
- Detail-oriented, with strong organizational and planning skills.
- Writing and editing experience.
- Design experience in Canva or similar program is a plus.

### **Skills and Capabilities:**

- Ability to lead projects to meet expected outcomes.
- Strong knowledge of current and developing fundraising strategies.
- Thorough understanding of Blackbaud's Raiser's Edge NXT or similar CRM.
- Comprehensive knowledge of Microsoft Office including Word, Excel, and PowerPoint
- A demonstrated understanding of philanthropic trends both nationally and internationally
- Detail-oriented with a high level of accuracy
- Strong organizational and interpersonal communication skills
- Ability to prioritize and manage multiple tasks and a variety of demands.
- Ability to query, segment and analyze data for reporting, identifying new growth potential and data trends.
- Ensure compliance with all policies, regulations, and laws.

Please use this link to apply for this position: [Donor Engagement Specialist](https://salvationarmyca.wd3.myworkdayjobs.com/tsacb/job/Toronto-ON/Donor-Engagement-Specialist_JR109202) or [https://salvationarmyca.wd3.myworkdayjobs.com/tsacb/job/Toronto-ON/Donor-Engagement-Specialist\\_JR109202](https://salvationarmyca.wd3.myworkdayjobs.com/tsacb/job/Toronto-ON/Donor-Engagement-Specialist_JR109202)

Only those chosen for an interview will be contacted. Successful candidates will be required to provide background check consent and education verification.

The Salvation Army offers accommodation for applicants with disabilities in its recruitment process. If you are contacted to participate in an interview or screening process, please advise us if you require accommodation.