



Vice President, Individual Giving

Position Brief





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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of UNICEF Canada. For more information about this leadership opportunity, please contact Jill Anderson, Associate Vice President, KCI Search + Talent by email at UNICEF@kcitalent.com.

All inquiries and applications will be held in strict confidence. To apply, please send resume and letter of interest to the email address above by **May 21, 2026**.

UNICEF Canada is an inclusive workplace and is committed to championing diversity, equity, inclusion and accessibility. Requests for accommodation can be made at any stage of the recruitment process by contacting the Search Consultant.

At UNICEF Canada, we believe strongly in personal connections and our hiring process is entirely human-driven. We do not use AI or automated systems to review applications or conduct interviews. Each candidate is evaluated by our experienced team to ensure a fair and thoughtful hiring experience. This posting is for a current vacancy.



Vice President, Individual Giving

THE OPPORTUNITY

UNICEF Canada is seeking a dynamic, experienced, and strategic leader to be their next **Vice President, Individual Giving**.

Reporting to the Chief Strategic Engagement Officer, this role is pivotal in driving the organization's largest source of unrestricted revenue through monthly and one-time giving programs. The Vice President will lead the strategy and execution of donor acquisition, stewardship, retention, and growth – ensuring a thriving and sustainable individual giving portfolio.

As a key member of UNICEF Canada's leadership team, the Vice President will shape long-term and annual plans, manage critical external vendor partnerships, and inspire a high-performing team to meet ambitious revenue goals. This role is central to advancing UNICEF Canada's mission and vision, with a specific focus on revenue-generating activities totaling at least between \$35M and \$50M annually.

As an accomplished people leader, the Vice President will oversee a highly engaged team of 14 with three direct reports. The Vice President will coach and mentor the team, supporting and developing talent while fostering a culture of collaboration and continuous improvement.

As a bold, strategic, digitally-savvy, results-driven leader, the Vice President will join the team ready to transform the future of individual giving, and help power UNICEF Canada's mission on behalf of every child.

UNICEF Canada currently operates under a Flexible-Hybrid model that requires team members to attend the office at least two days/week (Tuesday & Wednesday).

The target hiring range for this position is \$140,000 - \$170,000 and includes comprehensive benefits. UNICEF Canada team members have access to a robust compensation package, a commitment to wellness, a culture of learning and growth, an inclusive and purpose driven workplace and a chance to do meaningful and life-changing work.

ABOUT UNICEF & UNICEF CANADA

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfill their potential.

Undaunted by war, disaster, disease or distance, UNICEF works day in and day out to reach the world's most disadvantaged children with healthcare and vaccines, nutrition, clean water and sanitation, protection, quality education, emergency relief and more. UNICEF is on the ground before, during and long after humanitarian emergencies, and our global supply chain and local presence means we can rapidly send help, even before it's needed.

UNICEF Canada's mission is to inspire Canadians to ignite global change and lasting impact through UNICEF - the world's most powerful force for children. Founded in 1955, we are one of 32 National Committees located in countries around the world. Our team exists to fundraise for UNICEF's highest priorities, and to work neutrally with governments and the private sector in Canada and internationally to advance the rights and well-being of children and youth. We are committed to racial justice and a more equitable world for every child.

We are guided by the 1989 Convention on the Rights of the Child, advocating for the protection of children's rights, helping to meet their basic needs, and giving them a fair chance to reach their full potential.

Working at UNICEF Canada

UNICEF Canada is committed to diversity and inclusion within our team and encourages qualified applicants of all gender identities and sexual orientations, ages, ethnicities, cultures, abilities, and life experiences to apply & be part of our organization.

UNICEF Canada's team is results driven and shares a belief in our mission and organizational values including diversity and inclusion, integrity, and commitment. We have a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination.



UNICEF is committed to promoting the protection and safeguarding of all children. All selected candidates will undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

ADDITIONAL INFORMATION

- [About UNICEF Canada](#)
- [70 Years of Impact](#)
- [Leadership Team](#)
- [Board of Directors](#)
- [Where your Money Goes](#)
- [2024 Annual Report](#)
- [2024 Financial Statements](#)
- [UNICEF Canada Blog](#)



KEY ACCOUNTABILITIES

Strategic & Operational Planning

- Set the strategic direction for the Individual Giving team to drive significant growth and achieve financial targets.
- Assume responsibility for sound investment planning and execution for pledge (monthly) and one-time giving programs, setting out and achieving KPIs that measure long term effectiveness of investment.
- Oversee the planning, execution, and optimization of multi-channel performance marketing campaigns focused on donor acquisition, engagement, and revenue growth, using data-driven decision-making and ROI analysis.
- Oversee annual and long-term planning to ensure Individual Giving strategies align with broader organizational goals.
- Actively contribute to executive-level meetings and decision-making processes.
- Advise the Executive Team on key organizational decisions, including policy, resource structure, and supporter engagement strategies.
- Translate strategic objectives into actionable operational plans and support internal communications and messaging.
- Maintain a four-year planning horizon for the team and external vendors to ensure long-term donor value and sustainable growth.
- Anticipate risks and long-term implications of decisions and develop contingency plans to navigate potential challenges.
- Contribute to the multi-year Joint Strategic Plan (JSP) and manage the team's Annual Operational Priorities, ensuring alignment across departments.
- Make strategic decisions informed by financial, donor, and market data.
- Lead PFP (Private Fundraising and Partnerships) investment initiatives, including business case development for UNICEF Canada.
- Foster cross-functional collaboration with Operations, Corporate, Marketing & Communications, Development, and International Programs.
- Ensure alignment with UNICEF's global objectives, protocols, brand standards, and DEI guidelines.
- Partner with Operations teams to ensure the tools and data infrastructure are in place to support personalized, timely, and scalable engagement campaigns.

Revenue Generation

- Oversee mass-market fundraising strategies both online and offline, including performance marketing, and lead the team in executing these tactics to achieve organizational revenue goals.
- Ensure effective planning for and execution of emergency appeals to rapidly provide support to emergency programs, and to drive supporter acquisition and income targets.
- Lead strategic development of effective data-driven supporter communication journeys in collaboration with internal and external partners, including but not limited to welcome and cultivation materials, gift acknowledgements, stewardship touchpoints, and growth initiatives – ensuring UNICEF grows its supporter retention rate annually and increases lifetime value.
- Oversee the organization's non-financial lead generation strategies to increase supporter acquisition, with a particular focus on pledge conversion and gifts in wills awareness building.

- Monitor program performance and execution to support growth and guide in-year prioritization, while proactively planning for future events, trends, and opportunities; ensure the product mix remains diversified, resilient and future-ready to meet the evolving needs and expectations of our audiences.
- Ensure the development and execution of campaign strategies and direct & digital marketing initiatives, are aligned with overall goals and vision for the team, execution & post analysis are completed with quality and key findings shared across the organization in collaboration with the Business Solutions Operations Team.
- Oversight of best-in-class stewardship and donor experience strategies, including supporter-facing communications, to deepen donor relationships and enhance engagement.
- Provide regular updates and reports to senior leadership and the Board on fundraising performance, including projections, achievements, and areas for improvement.

Profitability

- Monitor donor acquisition channels, including digital, face-to-face, and text-to-give, with a focus on optimizing performance.
- Manage all relevant budgets, including acquisition, stewardship, and retention expenses.
- Analyze monthly performance metrics to inform program adjustments and strategic planning.
- Oversee donor engagement and portfolio growth by optimizing lifetime value and testing innovative acquisition strategies based on national and international best practices.
- Collaborate on data-informed initiatives, including propensity modeling and supporter research, to enhance engagement and performance.
- Prioritize spending based on organizational goals and key growth drivers.
- Maximize efficiency and net revenue.

People Leadership

- Build, develop, and lead an effective, motivated, high-performing team to achieve common goals with clearly defined accountabilities which are aligned with overall strategy.
- Model strong leadership behaviours and foster a culture of trust, collaboration, ownership, and continuous improvement across the team.
- Conduct annual goal setting as well as quarterly and year end performance reviews for direct reports as established by the organization.
- Encourage, coach and foster opportunities for development and personal growth.
- Support employee engagement strategies as required.
- Share knowledge and best practices with UNICEF global network.



Qualifications

- Progressive, results-driven marketing leadership experience, with a proven successful record in income generation, performance and digital marketing campaigns
- Successful track record in revenue generation and business development, including collaboration with senior executives, cross-functional teams, and external partners on large-scale initiatives of significant financial scope and ambition
- Able to thrive in fast-paced environments, adept at prioritizing
- Ambitious and strategic leader with an eye for creativity and ensuring executional excellence
- Exceptional verbal and written communication skills, able to convey complex ideas clearly and passionately; strong public speaking and adaptable communication style
- Inclusive leadership style focused on team development and building relationships across internal and external stakeholders
- Innovative and entrepreneurial mindset with strong negotiation skills, strategic vision, and resourcefulness
- Highly analytical, with deep experience making data-driven decisions that leverage an expertise in marketing metrics, performance analysis, and direct marketing processes
- Strong project management skills, capable of leading complex initiatives from strategy through execution
- Demonstrates integrity by consistently aligning values, principles, and actions
- University degree or college diploma in fundraising, marketing, or a related field, or an equivalent combination of education and experience
- Not-for-profit sector experience is an asset
- Proficient in Microsoft Office and experienced with relationship management databases (e.g., Raiser's Edge, Salesforce) and marketing automation platforms (e.g. Engaging Networks, Salesforce Marketing Cloud)
- Valid passport with availability for occasional international travel



BIOGRAPHY

Sevaun Palvetzian President and CEO, UNICEF Canada



Sevaun is the President and CEO of UNICEF Canada, the leading humanitarian organization dedicated to helping children around the world survive, thrive and reach their full potential. Sevaun is a widely respected Canadian leader who has built and led high-performing teams in each of the public, corporate and NGO/charitable sectors. As a strategist and values-driven executive, she finds creative solutions to challenges while operating in complex, multi-stakeholder environments. She was named one of Canada's Top 100 Most Powerful Women by WXN.

Before her appointment at UNICEF Canada effective June 1, 2023, she was a Senior Fellow at the Munk Centre of Global Affairs and Public Policy and executive advisor to leading companies in Canada and the U.S. on ESG (Environmental, Social, Governance) and its related impact on organizational strategy.

Prior to this, Sevaun served on the executive team of Rogers, a leading Canadian technology and media company. As Chief Communications Officer, she led communications, ESG and corporate responsibility across the company's multiple business lines including wireless, cable, business services, TV, radio and sports.

Before joining Rogers, Sevaun was CEO of CivicAction, a prominent Canadian not-for-profit that boosts civic engagement and addresses critical urban issues by unlocking the collective impact of all people and sectors. Additionally, she held a series of leadership roles over the course of a decade with the Ontario Government including launching a strategy to attract future generations of leaders which included the award-winning Learn and Work Program to re-engage youth from priority communities.

An active member of the community, Sevaun has served as an advisory member to several orders of government and as a director on boards including Waterfront Toronto, NEXT Canada, NPower Canada and the Ivey Business School Leadership Council. Sevaun holds an M.A in history from Western University and has completed executive programs at the Ivey School of Business and Harvard School of Business.

BIOGRAPHY

Sara Zerehi **Chief Strategic Engagement Officer, UNICEF Canada**



Sara Zerehi is the Chief Strategic Engagement Officer at UNICEF Canada, leading the organization's brand, marketing and fundraising efforts to inspire and engage Canadians to improve the lives of children worldwide.

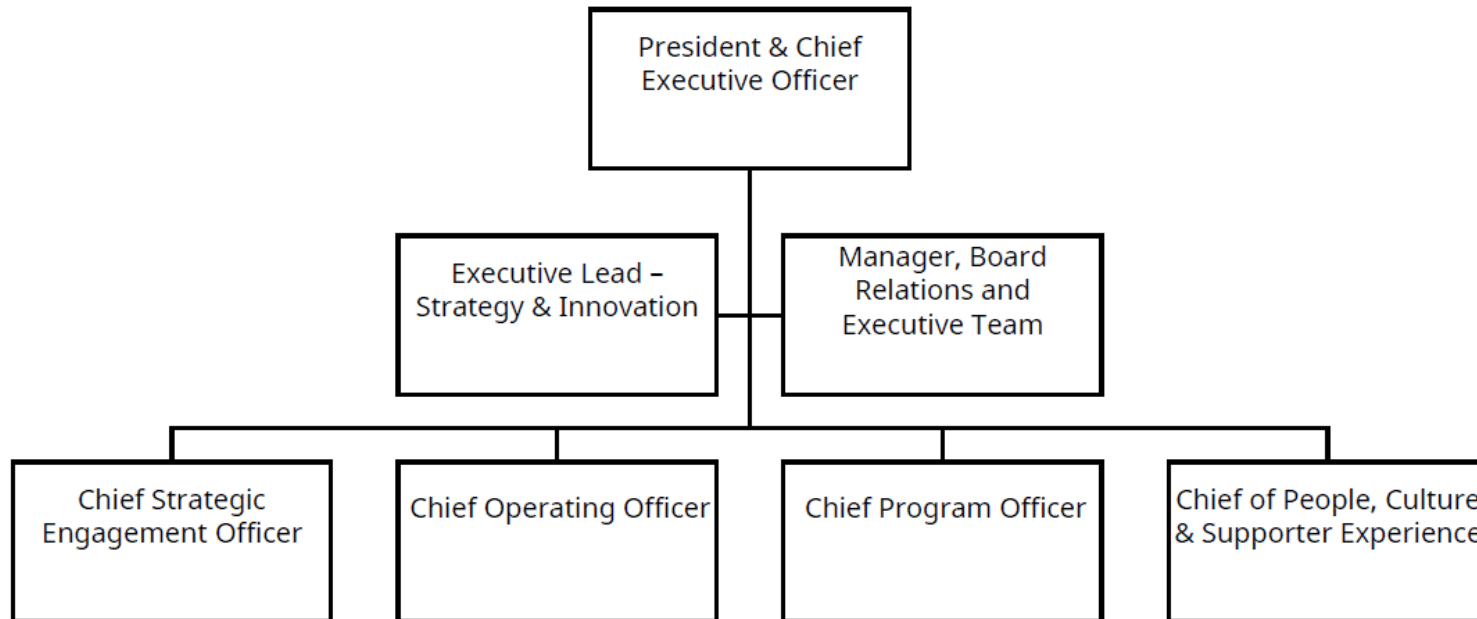
Sara is a seasoned marketing and fundraising executive with extensive leadership experience across both the non-profit and corporate sectors. Prior to joining UNICEF, she was the VP, Partnerships at ROM, Canada's largest museum, where she led the community, corporate and foundation giving programs. As a member of the Executive Leadership Team, Sara played a pivotal role in setting the ROM Foundation's strategic vision to achieve and surpass organizational goals and aggressive fundraising targets.

Previously, Sara held senior leadership roles at Public Inc. and Manifest Communications, where she led pioneering marketing, branding, and public engagement initiatives that drove meaningful social change and generated significant funds. Her diverse portfolio included clients such as WWF, Winners, RBC, Shoppers Drug Mart and Engineers Without Borders.

Sara is an active member of the community and previously held a Board position at Mixed Company Theatre and served as a mentor for the Business for the Arts Mentorship Program. She has a BA in Political Science from the University of British Columbia.



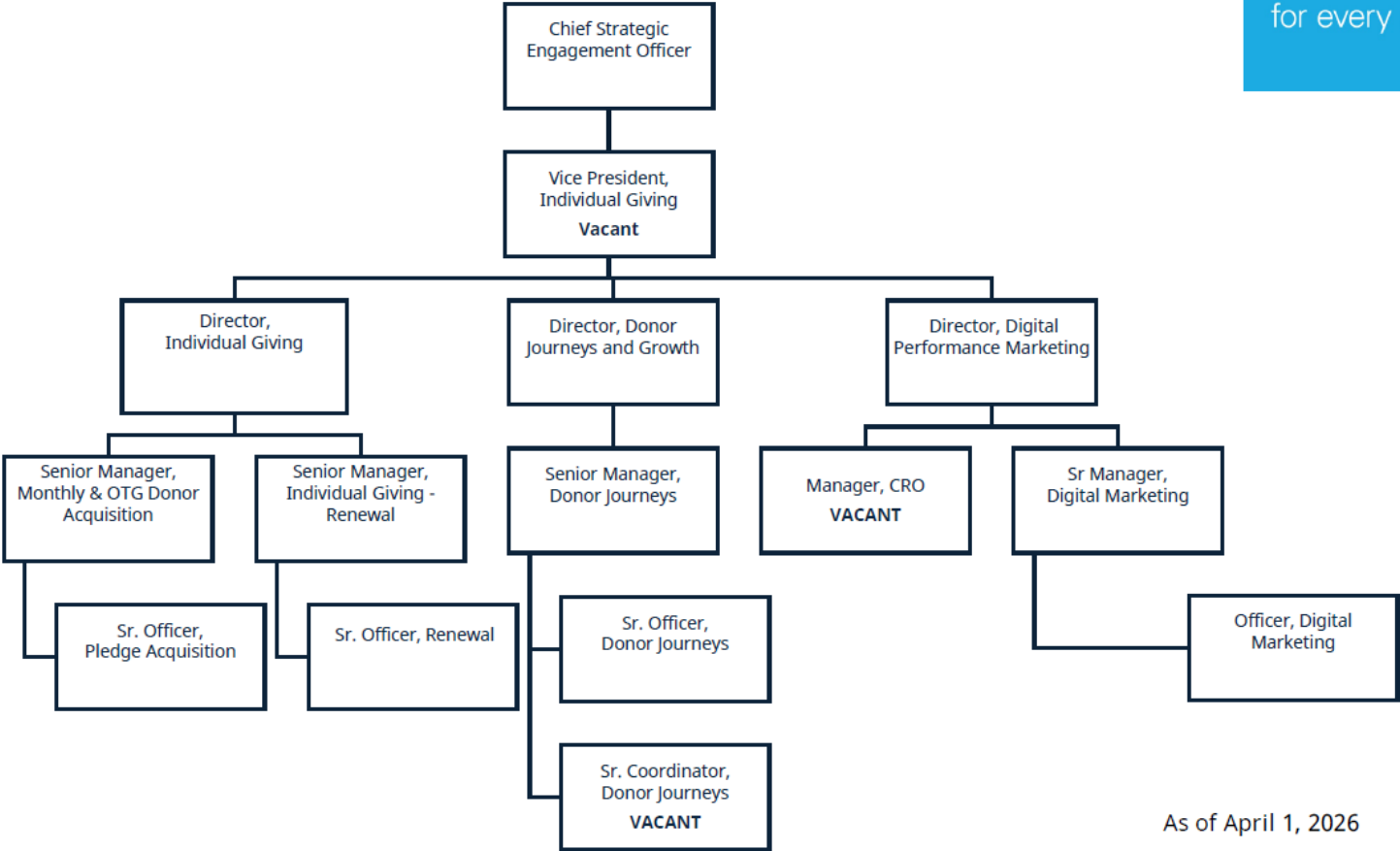
UNICEF Canada Executive Team



As of April 1, 2026



Individual Giving Team



As of April 1, 2026