
Job Posting

Title: Fundraising Associate (offline)
Location: Toronto, Canada

1. General Background:

Do you want to make a difference in helping to solve one of the most challenging humanitarian crises of our time? The United Nations Refugee Agency (UNHCR) is the world's leading not-for-profit organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety and dignity.

Our Canadian office is part of a global network that works in 126 countries, protecting over 60 million people. We were founded in 1950 as part of the United Nations effort to help people displaced by World War II. Since then we've been on the ground helping over 50 million people forced to leave their homes, and have even received two Nobel Prizes for our work.

We're passionate about the people we help—and the amazing team of people who work for us. We thrive on excellence, integrity and respect for diversity. Our culture is dynamic, results-oriented and focused on change, ready to tackle the latest global humanitarian crisis. You'll be part of a newly growing team that—due to a significant revitalization process—is set for transformational growth. We need someone who's not only ready to jump in at the start of this journey, but has the skills, energy and creativity to help shape what comes next.

2. Role & Responsibilities:

Reporting to the Assistant Fundraising Officer in Toronto, the Fundraising Associate will support:

A/ Creative Development & Vendor Management

- Work with the direct mail agency to create six direct mail appeals to existing donors and two direct mail appeals to acquisition prospects per year; Project manage creative development: manage critical paths, manage budgets, source content & images, prepare segmentation strategies and traffic creative through the appropriate approval channels.
- Work with freelance copywriters and designers to produce two UNHCR Canada magazine publications.
- Assist with the creation and implementation of a compelling communication strategy for all monthly donors, from the point of acquisition throughout their lifecycle. Test changes to these materials on an ongoing basis to maximize the retention of these donors.
- Manage the day-to-day deliverables of the F2F program with an external agency to recruit regular (monthly) donors and increase unrestricted revenue.
- Track the global development of face-to-face trends; maintain relationships with all key face-to-face contacts within UNHCR; ensure continuous testing, collate learnings and make recommendations to maximize results.
- Oversee telemarketing initiatives with telemarketing vendor including conversion, upgrade and lead generation campaigns; review scripts, listen to calls and evaluate campaign performance.
- Provide regular mentoring and training to all frontline agency staff (for TM & F2F) to ensure that they are constantly fresh and motivated to deliver on all campaigns.
- Maintain and update donor welcome package creative as needed and manage the ongoing data flow between database vendor and fulfillment vendor.
- Provides input into the e-communications and stewardship of new and existing donors through collaboration with the Online Fundraising Associate.

B/ Donor Relationships

- Actively responds and takes initiatives on fundraising opportunities with peer-to-peer fundraising donors, ensuring appropriate cultivation and stewardship.
- Manage day-to-day donor care inquires and providing the highest level of service.

- Cultivate a portfolio of 10 individual and mid-level donor prospects.
- Support excellent donor management and stewardship processes resulting in growth of existing and new gifts.

C/ Reporting & Administration

- Analyzes direct response campaign results and activities, ensures that fundraising goals are being met and that activities are adjusted to maximize return on investment; identify areas for improvement.
- Assist the Assistant PSP Officer with HQ quarterly reporting data requests and submission.
- Assist the Assistant PSP Officer with NGF applications and annual budgets.
- Manage the RFQ procurement process for all direct mail, telemarketing and face-to-face programs.
- Provide support for finance processes including weekly revenue reporting, bank deposit & database reconciliation of funds, invoice processing etc.
- Ensure accurate donor records maintained in Raiser's Edge database.
- Assist with recruitment, orientation and training of Individual Giving interns.
- Participate in training seminars, workshops and skillshares where applicable.

3. Skills & Qualifications:

- 6 years' experience in fundraising preferably in the implementation of targeted multi-channel direct marketing campaigns designed to increase revenues from existing donors.
- At least 3-5 years' experience with database management and analysis; at least one year of experience with Raiser's Edge (or similar database).
- Excellent oral and written communications skills.
- A demonstrated customer service focus.
- Excellent problem-solving skills.
- Ability to work confidently under pressure to deadlines.
- Ability to work independently as well as part of a team.
- Good computer skills, in particular Microsoft Word, Excel and PowerPoint.
- English speaking. French an asset.

Salary will be according to established UN Salary Scales for Canada.

Receipt of applications will not be acknowledged and only short-listed candidates will be contacted for interview. Interested candidates should fill out a UN Personnel History (P11) Form (available at <http://www.unhcr.org/recruit/p11new.doc> and send it along with a resume and cover letter (consolidated into one document) by email at: canotpsfr@unhcr.org with "Fundraising Associate – External Application" in the subject line.

All resumes must be received by 12:00pm on Friday, February 3, 2017. We are not accepting phone calls at this time. Thank you!