



## **Job description – Individual Giving Manager**

**Position:** Individual Giving Manager

**Location:** Canada / remote

**Reports to:** Fundraising Director

Veterinarians without Borders North America / Vétérinaires sans Frontières Amérique du Nord (VWB/VSF) is a charitable, humanitarian organization whose mission is to work for, and with, those in need to foster the health of animals, people, and the environments that sustain us.

We are a mission driven dedicated team with a full remote working environment that spans across Canada and the globe. We respect work life balance and offer a generous benefits package that includes 4 weeks of vacation and summer Fridays.

More information about the organization can be found at [vwb.org](http://vwb.org)

### **POSITION SUMMARY**

The Individual Giving Manager at VWB/VSF will play a pivotal role in developing, enhancing, and monitoring the organization's overall Individual Giving strategy, which will focus on both acquisition and retention of donors. Working in collaboration with the Executive Director, Fundraising Director, fundraising team, and communications team, this position will lead the development and tactical implementation of a robust, consistent, trusted, and engaging individual giving plan.

### **Responsibilities**

- Increase income generated from individual giving fundraising activities to deliver agreed upon targets.
- Manage acquisition channels, general online fundraising, Animals & Ales contest, Lead Generation and other integrated fundraising projects as required.
- Manage retention channels, eappeals, direct mail, monthly giving, stewardship of donors and other retention channels as required.
- Work collaboratively with digital team to develop digital fundraising strategies and digital donor journeys to increase engagement as well as support fundraising team in a digital capacity to drive one-time and monthly gift revenues through online channels.



- Monitor and evaluate the effectiveness of fundraising initiatives in line with objectives, budgets and KPIs.
- Test, monitor, evaluate and implement existing and new channels that will grow our unrestricted funds for both Canada and US.
- Create, edit, and proofread fundraising content, ensuring consistency with VWB/VSF's brand identity and style guidelines.
- Develop long term sustainable income from identifying the audiences, channels, products and messages that will maximize effectiveness and efficiency.
- Manage the development of strategic prospect and donor journeys to maximize retention and revenue for one-time and monthly donors.
- Maintain our Engaging Networks CRM system, create appeals, donation forms, marketing automations and profiles.
- Work with the programs team to have a vast array of fundraising content, including videos, images and stories.

#### **Skills & Experience:**

- College diploma or university degree preferably in fundraising or marketing or equivalent experience.
- Minimum of 5 years' experience in fundraising in the development and implementation of targeted campaigns designed to acquire and retain donors while maintaining effective cost ratios.
- Proven experience with digital fundraising, e-appeals, lead generation, monthly giving, donor journey and online fundraising advertising.
- Strong project management experience in a non-profit preferable.
- Proven experience working with 3<sup>rd</sup> party vendors including, but not limited to, lettershop vendors.
- Experience and understanding of Google Analytics tools, Ad Words, SEO and Social media platforms as related to fundraising.
- Proficient in MS Office suite, email marketing and fundraising CRMs.
- Excellent written and verbal communication skills, with a keen eye for editing.
- Strong organizational skills and the ability to multitask in a dynamic environment.

#### **Assets**

- CFRE designation
- Engaging Networks expertise



## **APPLICATION**

Please send your CV and cover letter to [recruitment@vwb.org](mailto:recruitment@vwb.org)

Veterinarians Without Borders North America/Vétérinaires sans Frontières Amérique du Nord is an equal opportunity employer and values the diversity of our team. We are committed to inclusive and equitable employment practices and strive to create a workplace that supports diversity, equity, and inclusion.

VWB/VSF Canada welcomes applications from all qualified candidates, including members of racialized groups, Indigenous peoples, women, persons with disabilities, and persons of any sexual orientation or gender identity.