



DEVELOPMENT OFFICER

Full-time Permanent

October 2021

Role Description

Reporting to the Director, Fund Development, the **Development Officer** will be responsible for revenue generation and the execution of the organization's annual giving which includes: monthly giving, partnership giving (under \$1K), tribute giving and direct marketing (direct mail and digital marketing) fundraising portfolios. Additionally, they will support the implementation of a comprehensive donor stewardship program in support of these portfolios.

The ideal candidate is strategic and self-starting with an a high attention to detail. They possess a deep sense of compassion for our client community and are effective at communicating with internal and external partners. Above all, they are interested in furthering the mission of the ALS Society of Canada in a collaborative, fast-paced and results-focused environment.

Work Environment

Though ALS Canada is currently working remotely, this is a hybrid role and may involve in-person work where required and as appropriate given recommendations by health authorities.

What You Will Do:

Revenue Generation

- Meet or exceed the overall revenue targets for all annual giving which includes: monthly giving, partnership giving (under \$1K), tribute and direct marketing (direct mail and digital marketing) fundraising portfolios established within the the annual operations plan
- Work with vendor partner(s) to successfully plan and deliver the direct mail and digital marketing program, act as the internal project management lead for donor content, highlights, copy, targeted data segments, and approvals
- Work in collaboration with internal and external partners to edit and amend direct mail and digital messaging for appeals
- Identify middle, major, and planned giving prospects for inclusion in the giving pipeline or other potential growth opportunities.
- Provide regular annual giving financial reports and dashboards to inform direct marketing strategies

Waterstone
CANADA'S
MOST 
ADMIRED
CORPORATE
CULTURES

2020

DEVELOPMENT OFFICER

Permanent Full-Time

- Meet key performance leading and lagging indicators for the annual giving portfolio, including but not limited to: conversion rate by gift segment, number of donors, number of gifts, total revenue raised, average gift, cost of fundraising, return on investment, donors retained (within the respective portfolio), new donors acquired, dollars raised, and average gift. Note all appeals and expenses will be tracked within RE NXT.
- Research best practices and recent trends in annual giving portfolios: monthly giving, partnership giving (under \$1K), tribute and direct mail and digital marketing fundraising.

Cultivation & Stewardship

- Foster and deepen relationships with donors through emails, phone calls, invitations to events and handwritten letters where appropriate, recognizing that the portfolios under management are largely mass marketing and high touch engagements are minimized as a result.
- Recommend and implement creative stewardship programs, communication tools and activities to grow and/or streamline the current portfolio of recognition activities with particular attention to accountable revenue portfolios.
- Respond to general and donation inquiries from donors as required.
- Work in collaboration with the Manager, Database and Donor Services in the development of content for donor acknowledgement and tax receipt letters.
- Work with the agency to create stewardship newsletters for donors and monthly giving circle.
- Collaborate with the Marketing & Communications team regarding the development of best in practice annual giving communications and online content, with a specific focus on accountable revenue portfolios.
- Works with the Marketing & Communication team to develop and enhance promotion and recognition tools aimed at accountable revenue portfolios.

Portfolio Management and Analysis

- Support the Director, Fund Development with the development of the annual giving operations plan.
- Work with Manager, Database and Donor Services to ensure organization database is up-to-date with appeal segmentation, actions, donor information, communication preferences, giving history, and expense management.
- Support the internal staff with donor communications, information, and solicitation for all accountable revenue portfolios.
- Support the Vice President, Fund Development and Director, Fund Development to inform the operations plan and budget and contribute to the board and CEO reports.
- Identify and recommend opportunities for process improvement within accountable revenue portfolios.

Other Duties

- Attend partnership events as an Ambassador of ALS Canada, speak on behalf of ALS Canada and coordinate volunteer speakers as required.
- Other duties as assigned.

DEVELOPMENT OFFICER

Permanent Full-Time

What we are looking for:

- Minimum 3- 5 years related work experience in annual giving and direct mail and/or digital fundraising.
- Completion of post-secondary education or equivalent work experience in fundraising.
- Project management experience in a similar or related field.
- Strong computer skills with experience in Microsoft Office Suite.
- Strong skills with fundraising CRM database and ability to develop customize annual giving appeal reports and analytics.
- Excellent writing and strong telling skills.
- Strong presentation and public speaking skills.
- Strong interpersonal skills with a demonstrated ability to build and negotiate successful working relationships with internal and external partners.
- Ability to work both independently and in a team setting.
- Excellent organization skills and demonstrated ability to prioritize multiple detailed projects and changing demands.
- Ability to maintain accurate documentation and electronic records for each program.
- Ability to maintain confidentiality at all times.
- Discretion, compassion, and emotional resilience.
- Inherent demonstration of ALS Canada core values: accountability, collaboration, compassion, integrity, resiliency, respect.
- Proof of full vaccination against COVID-19
- Successful completion of a criminal background check

Preferred

- Experience in nonprofit sector/health charity an asset
- Ability to speak and/or write in French an asset

Special Considerations

- Extended hours and weekend work required from time to time
- Some travel may be required to attend volunteer and stakeholder meetings

Apply Today!

Submit a cover letter and resume in pdf format jobs@als.ca. Please be sure to indicate the job title in the email subject. Applications will be reviewed on an ongoing basis until the position is filled.

ALS Canada would like to thank all applicants for their interest; however only those selected for an interview will be contacted.

Why join ALS Canada?

A charitable organization that lives its values of accountability, collaboration, compassion,



DEVELOPMENT OFFICER

Permanent Full-Time

integrity, resiliency and respect, ALS Canada works with the ALS community to improve the lives of people affected by amyotrophic lateral sclerosis through support, advocacy and

investment in research for a future without ALS. Fully funded by donors, we were fortunate to benefit from the generosity of Canadians during the Ice Bucket Challenge of 2014, and are now focused on implementing our 2018 to 2023 strategic plan in support of the following long-term impacts: people affected by ALS receive the best possible standard of care; more treatments are available to improve quality of life and extend lifespan; and people are empowered to make informed decisions about ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit is remarkable and moving. You will be touched by the community and will find a way to naturally and effectively engage.

ALS Canada is committed to accommodating the individual needs of job candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at jobs@als.ca if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.