



## MANAGER, ONE TIME GIFTS

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**Status:** Full-time permanent  
**Department:** Donor Marketing  
**Reports to:** Senior Manager, One Time Gifts  
**Compensation band:** 3A  
**Overall responsibility:** As part of the Donor Marketing team, contribute to the \$95 million in individual giving revenue with a focus on our One Time Gift product portfolio (Gifts of Hope, Emergency Appeals, General Contributions to the Plan International Canada fund and the **Because I am a Girl fund**) and recurring gift upsell strategy.

Reporting to the Senior Manager, One Time Gifts; the Manager, One Time Gifts will help develop and execute the strategies to ensure new donor acquisition and product cross sell are maximized and cost efficient. The Manager will also work closely with and support other teams to ensure a best in class donor experience throughout donor lifecycle.

**Specific responsibilities:**

- Manage end to end execution of the *Gifts of Hope* gift program: gift catalogue development, product development through to mass acquisition campaign activities
- Assist with the development and management of the annual acquisition, retention and upsell strategies and budgets
- Execute one time gift upsell acquisition strategies and cross sell strategies to build donor base and meet revenue goals with positive ROI
- Deliver timely campaign reporting to ensure key acquisition metrics and donor revenue goals are being met
- Assist in the ongoing development/maintenance/fulfilment of the Gifts of Hope estore and working closely with our digital stakeholders to improve usability and maximize channel experience
- Work closely with other donor experience team members, and departments to help manage sales channels, vendors, communications, and strategies to effectively build the one time gift donor base and convert existing one time gift donors to recurring.
- Manage the external vendor/agency relationships to maintain long term value and consistently have high quality donor touch points
- Work closely with our internal partners to ensure a smooth customer experience, efficient use of internal resources and doing what is best for the larger organization and ultimately the children we work to serve

**Skills, experience, qualifications:**

- Post-secondary education in marketing, communications or other related field of study
- 5+ years' experience marketing direct to consumer in either for profit or not for profit ( preferably both)
- 5+ years' experience managing direct response marketing and mass advertising campaigns
- Strong project management and organizational skills
- Strong analytical skills
- Strong marketing and brand communication skills
- Excellent computer skills in Microsoft Office (Word, Excel, PowerPoint, Outlook) Bilingualism (French) is considered an asset
- Proven focus on customer experience, especially with online channel experience.
- Previous product management experience
- Resourcefulness, innovation and creativity
- Demonstrated initiative and follow through
- Ability to self-start and manage ambiguity
- Ability to multi-task in a fast-paced environment
- A team player with a positive "can do" attitude
- Strong relationship building and inter personal skills
- A strong work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International's corporate values

**About Plan Canada:**

Imagine working for a leading international non-governmental organization (NGO) that's dedicated to creating a better world. That's Plan International, a global movement for change, mobilizing millions of people around the world to support social justice for children in developing countries.

Founded in 1937, Plan International is one of the world's oldest and largest international development agencies, working in partnership with millions of people around the world to end global poverty. Not for profit, independent and inclusive of all faiths and cultures, Plan International has only one agenda: to improve the lives of children. **Because I am a Girl** is Plan International's global initiative to end gender inequality, promote girls' rights and lift millions of girls – and everyone around them – out of poverty.

Plan International Canada is part of a global network of offices in over 70 countries. Our busy Toronto and Ottawa-based offices undertake fundraising, donor engagement and public outreach, as well as overseeing a wide variety of field programs led by our International Program Department, which includes experts in health, education, water and sanitation, economic security, gender equity, child protection and participation, and humanitarian assistance.

We at Plan International Canada are a dedicated, passionate and diverse team of over 200 employees who are committed to making a difference in the lives of children.

Join us and plan to change the world.

Visit our website at [plancanada.ca](http://plancanada.ca)

**How to apply:**

To apply for this role please forward your CV, covering letter, outlining your skills and experience and salary expectations to [gethired@plancanada.ca](mailto:gethired@plancanada.ca) by April 28, 2017. Please reference **Manager, One Time Gifts** in the subject line.

Plan International Canada sincerely thanks all applicants for their expressed interest in this opportunity; however only those selected for an interview will be contacted. **No phone calls please.**

Applicants must be legally eligible to work in Canada.

Consistent with our Child Protection Policy the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

Plan International Canada is an inclusive workplace, and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the Bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.