



JOIN OUR TEAM. CHANGE YOUR CAREER. CHANGE THE WORLD.

SENIOR MANAGER, DONOR EXPERIENCE (12-MONTH CONTRACT)

Organization:	Plan International Canada
Reports to:	Director, Donor Marketing & Fulfillment
Location:	Toronto, Canada (Mount Pleasant & Eglinton)
Status:	Full-time, 12 Month Contract (Parental leave cover)

What can you expect from joining a leading organization in the global movement to advance children's rights and equality for girls?

An inspiring team of intelligent disruptors that challenges themselves to Defy Normal – to be bold, insightful, focused and innovative.

We are one of Canada's Most Admired Cultures and here's why: together, we have created a climate of trust and inclusivity – where diversity in people, ideas and approaches is not only respected, it's encouraged. We are empowered to command change and build powerful partnerships, with support from passionate leaders to unleash our full potential and learn, lead, decide and thrive.

Further information can be found at: plancanada.ca

The Position

Reporting to the Director, Donor Marketing & Fulfillment, the Senior Manager leads the development and delivery of a best-in-class donor experience, through applying insights gained from behavioural data, donor feedback and industry best practices.

This is a key, cross-functional role within Donor Marketing and is responsible for the integration of complex initiatives across products/teams, including segmentation, donor contact strategy planning, win back and upgrade/upsell strategies.

In particular, the Senior Manager leads the development of donor and market segmentation, and the creation of segmented donor journeys that grow core donor marketing KPIs such as revenue, donor lifetime value, and donor retention.

This role provides leadership and coaching to a team of four direct reports with responsibilities across fundraising, stewardship, research and marketing data initiatives.

What does success look like?

- Lead the development and integration of the donor and market segmentation strategies, including oversight to activities to integrate the segmentations into cross-team plans and the development of segmented donor journeys that uplift retention, revenue and satisfaction.
- Lead and coach a team of four direct reports, including two Managers and two Specialists.
- Provide direction and insights into direct marketing best practices for the end-to-end delivery of three annual donor fundraising/engagement appeals, the annual tax receipt mailing and ongoing donor recognition and stewardship campaigns.
- Develop annual team plans, contribute to cross-team planning, and deliver quarterly revenue and expense budget forecasts.
- Lead and facilitate the development of cross-functional initiatives including: donor digital engagement, donor non-financial actions, and an integrated contact strategy.
- Provide direction for the development and execution of cross-functional donor “win back” and upgrade strategies to improve donor life time value and loyalty.
- Deliver key cross-product research and analysis projects to provide insights that support improvement in cross-team marketing performance.
- Provide tangible recommendations that improve team KPI’s including donor retention, increasing income per donor and developing lead indicators of performance to help prioritize investments across the Donor Marketing function on an ongoing basis.
- Support development of the marketing data/analytics team and improvement of data insights access to the wider Donor Marketing team.

As our ideal candidate you will have:

- A successful track record of leading initiatives that grow customer/donor revenue, loyalty and retention.
- Demonstrable experience with people management. Experience in cross-functional leadership roles would be an asset.
- Bachelor’s degree or diploma in a relevant field such as Business, Marketing, Communications or equivalent professional experience.
- Proven direct marketing knowledge with strong evidence of delivering against ambitious revenue and retention goals.
- Experience developing and managing segment/customer/donor journeys.
- Effective project management, organization, analytical thinking and problem-solving skills.
- Excellent written and verbal communication and influencing skills.
- Ability to partner and negotiate with internal and external stakeholders (vendors and agencies) and work effectively with cross-functional teams to deliver organizational goals.
- Experience handling large budgets and delivering revenue forecasts
- Experience working with data and CRM systems is an asset
- Knowledge of the international development sector is an asset
- A passion for mission driven work and personal values aligned with those of Plan International Canada’s organizational values.

How to apply:

To express interest in this exciting opportunity to join a dynamic organization and a high performing team please forward your resume and cover letter to gethired@plancanada.ca by April 24, 2019. Please reference **Senior Manager, Donor Experience** in the subject line.

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.

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

Applicants must be eligible to work in Canada for the duration of the work term. Proof of eligibility will be required.

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.

Thank you for your interest in a career at Plan International Canada!