



JOIN OUR TEAM. UNLEASH YOUR FULL POTENTIAL. DEFY NORMAL.

MARKETING SPECIALIST, ONE TIME GIFTS

Organization:	Plan International Canada
Reports to:	Senior Manager, One Time Gifts
Location:	Toronto (Mount Pleasant & Eglinton)
Status:	Full Time, Permanent

About You

Are you passionate about equal rights for all children and equality for girls? Can you see yourself being an integral member of a team that works towards transforming lives in developing countries? Are you confident that you can be part of a high performing team focused on individual giving revenue?

Are you passionate about excellent donor lifecycle? Are you an experienced marketing professional? Have you had success with direct to consumer marketing? Are you a trusted communicator with a collaborative working style and an ability to engage with diverse internal stakeholders, adding value to organizational excellence and encouraging creative problem solving?

The Position

- Reporting to the Senior Manager of One Time Gifts, the Marketing Specialist will be supporting the growth of the One Time Gift portfolio by assisting in the end to end execution of One Time Gift projects, communications and product development for all One Time Gift products
- The Marketing Specialist will also support the broader Donor Experience team, and work with various external and internal stakeholders, to help achieve revenue targets and improve donor engagement and retention

What does success look like?

Using a result-based approach, driving improvements in Donor Marketing key performance indicators across donor engagement, revenue, and retention for the Donor Experience team and One Time Gift portfolio, the successful candidate will:

- Manage the end to end execution of one-time gift projects, such as solicitations, stewardship and impact pieces on multiple different channels, ensuring they are

delivered on time and provide unforgettable donor experience and/or help meet revenue targets

- Provide product development support across all One Time Gift products, helping to increase the life-time value of donors
- Assist in expense and revenue management and reporting for the One Time Gift portfolio and Donor Experience team
- Support execution of the Gift of Hope campaign by providing campaign and product development support
- Craft meaningful responses to donor inquiries and work alongside the Customer Care team to ensure a phenomenal donor experience
- Maintain and refresh product training documents and conduct internal product training as required to help support product knowledge development across the organization
- Work closely with and support other donor experience team members and department leads to help manage sales channels, vendors, communications, and strategies to effectively build the donor base, retain donors and convert existing One Time Gift donors to recurring
- Work with the entire Marketing, Communications and Philanthropy teams to identify growth and efficiency opportunities across the organization
- Work closely with our internal partners to ensure efficient use of internal resources and doing what is best for the organization and the children we work to serve

As our ideal candidate you will have:

- Proven experience marketing direct to consumer in either for profit or not for profit (preferably both)
- Bachelor's degree in Business, Marketing, Communications or a related field
- Outstanding project management skills with a proven track record of delivering projects on time and on budget with a high attention to detail
- Strong writing, marketing and brand communication skills
- Experience with direct mail, email or digital campaigns is considered an asset
- Ability to collaborate and work effectively with multiple different stakeholders
- Strong analytical skills with the ability to think critically and problem solve
- Thrives in a fast-pace work environment while managing multiple, competing priorities
- A self-starter who is excited about taking on new projects and supporting the development of new strategies
- Resourceful, innovative and creative
- A passion for mission driven work and personal values aligned with those of Plan International Canada's organizational values

Why a career with Plan International Canada?

Are you ready for an opportunity to join one of the largest not for profit organizations in the world? Are you excited about playing an important role in positively impacting the future of millions of children and families globally?

Plan International Canada is a member of a global organization dedicated to advancing children's rights and equality for girls. We are calling on all Canadians to Defy Normal: to take a stand anywhere children are oppressed, exploited or left behind and girls aren't equally valued. Together, we can create a world where all unleash their full potential.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge. We have been building powerful partnerships for children for over 80 years and are active in more than 70 countries.

Our unique culture fosters a supportive, flexible workplace where employees are encouraged to bring their whole selves to work. Join our high performing, diverse team and change your career...positively impact the world! Further information can be found at: plancanada.ca.

How to apply:

To express interest in this exciting opportunity to join a dynamic organization and a high performing team please forward your CV and covering letter, outlining your skills, experience and salary expectations to gethired@plancanada.ca by **January 20, 2019**. Please reference **Marketing Specialist, One Time Gifts** 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 Child Protection 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!