



SENIOR MANAGER, ACQUISITION

Status	Full time, Permanent
Department	Donor Marketing
Reports to	Director, Acquisition
Compensation band	3B
Overall responsibility	The Donor Marketing team is responsible for acquiring, cultivating and retaining donors for monthly giving programs and general contributions. We work with external consultants and suppliers to develop and deliver Marketing programs to reach new donors. The Face to Face Acquisition Senior Manager is responsible for acquiring of donors for monthly giving, and maintaining positive working relationships with external partners to deliver sponsorships on target and on budget.

Specific responsibilities	<ul style="list-style-type: none">• Develop and implement innovative strategies to acquire donors, grow revenues, and position our organization as the charity of choice in international development in Canada• Strategic leadership and multi-vendor relationship management of fundraising channels, primarily face-to-face• Exploring new channel diversification which encompasses identification, scope and testing• Manage the execution of direct response marketing and fundraising initiatives including agency briefings, creative materials, setting targets and the tracking of campaigns• Partner with Donor Experience and Donor Care teams to ensure POS experience improves over-all donor journey and discontinuation rates• Enhancing channel experience as we shift our organizational focus to align with the donor experience• Develop and manage annual Marketing plans & budgets• Ensure channel materials are created to maximize acquisition results and increase donor stickiness, within brand guidelines• Manage 3 reports• Work closely with our internal partners/departments 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 diploma or degree (Business/Marketing major preferred)
- 5-7 years' experience in direct response marketing to the consumer market
- Demonstrated experience in developing and implementing direct response consumer marketing acquisition
- Strong organizational, project management, analytical and interpersonal skills
- Superior written and verbal communication skills
- Competence in Microsoft Excel, PowerPoint, Word and Outlook
- Team player with a positive "can do" attitude
- Innovative and creative
- Ability to multi-task in fast paced environment
- Demonstrated interest in or experience with the non-profit sector
- A strong work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International's corporate values
- Bilingualism is considered an asset

About Plan International 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

How to apply

To apply for this role please forward your CV and covering letter, outlining your skills, experience and salary expectations to gethired@plancanada.ca by April 14, 2017. Please reference **Senior Manager, Acquisition** 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.