



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/26

Manager, Annual Giving

Job ID	8E-CE-E4-13-98-A2	
Web Address	https://careers.indigenous.link/viewjob?jobname=8E-CE-E4-13-98-A2	
Company	SickKids Foundation	
Location	Toronto, Ontario	
Date Posted	From: 2021-04-07	To: 2021-04-21
Job	Type: Full-time	Category: Miscellaneous
Languages	English	

Description

DATE POSTED:

April 7, 2021

POSITION STATUS:

Permanent Full-Time Position

AVAILABLE:

Immediately

DESCRIPTION OF THE POSITION:

The Manager is a key member of the Direct & Digital Marketing team and is responsible for leading efforts to support Retention within the Annual Giving team. This includes developing and executing integrated campaigns with best-in-class creative to increase revenue, leading data and analysis projects, defining and upholding processes in collaboration with other stakeholders and driving the overall evolution of the Donor Journey.

The position reports to the Associate Director, Annual and Leadership Giving.

YOU WILL:

- One-time donor strategy: Work with Associate Director and other team members to develop and support strategies that cultivate and solicit SickKids's one-time donor base;
- Revenue growth: Identify and implement strategies to drive revenue growth from SickKids's active donor base, including solicitation campaigns, cross-sell of other SickKids offers and upgrades into monthly and mid level segments;
- Campaign management: Develop and execute compelling and effective campaigns from strategy development through to execution. (building campaign briefs, timelines, complex data requests to data and analytics team, creative and media plan development and approvals, results monitoring, optimizations, AB Testing, etc.);
- Partner management: Manage day-to-day external agency and internal partner relationships;
- Analysis and reporting: Accountable for ongoing revenue/expense forecasting, campaign P&L management, results reporting and campaign post analyses;
- Collaboration: Ongoing work with other Foundation to support cross-foundation priorities, such as data integrity, donor acquisition, and integration of Salesforce, including Journey Builder;

- Donor journey development: Support development of donor journeys, which will include qualitative and quantitative analysis, establishment of donor value proposition, journey mapping;
- Diverse community strategy: Support initiatives to target diverse segments, including an annual radiothon targeting the Chinese Canadian community;
- Process champion: Responsible for keeping processes current as well as continuous improvements with a deep understanding of their purposes to find opportunities to improve them;
- Work with SickKids™ telemarketing agency, overseeing telemarketing and SMS campaigns.

ABOUT YOU:

Must Haves:

- Post-secondary degree or certificate with 5+ years relevant experience working as a manager and as an exceptional marketer with proven experience of developing programs and campaigns that drove results;
- Strong business and financial acumen;
- Experience in CRM and executing data-driven retention campaigns, with expertise in the areas of direct mail, email, digital, social media marketing;
- Experience with results tracking, analysis and budget control reporting;
- Experience working with and managing agency partner relationships;
- Superior communication skills and well-developed presentation abilities;
- Exceptional project management skills.

Nice-to-haves (please apply even if some or all of these don't apply to you)

- Knowledge or experience with the Not-for-Profit environment;
- Experience overseeing telemarketing and SMS campaigns.

We're looking for a passionate inclusive individual who is interested in moving the dial and making a difference. If you don't check all of the skills outlined above, that's okay! If you think you check off some of the boxes, we want to hear from you.

ABOUT US:

SickKids Foundation leads the fight for The Hospital for Sick Children (SickKids), one of the world's foremost paediatric health-care institutions. Founded in 1972, SickKids Foundation is the largest charitable funder of child health research, learning and care in Canada. As a national charity, SickKids Foundation also invests in national and international initiatives to benefit children in Canada and around the world. Philanthropy is a critical source of funding for SickKids. Thanks to the generosity of the community, and as a result of a record-breaking year in fundraising, SickKids Foundation generated an unprecedented \$190 million for the fiscal year ending March 31, 2020. We achieve that by not being ordinary in anything we do.

SickKids Foundation is committed to creating an inclusive culture where expressing our authentic selves is celebrated. This includes embedding diversity and inclusion in our policies, practices and behaviours, to build skills, knowledge and awareness of diversity and inclusion across the Foundation and with our external partners. The Foundation is committed to fostering a safe, accessible and positive working environment.

For further information on SickKids Foundation's commitment to Diversity & Inclusion, [Click here to read our Diversity & Inclusion Policy and Commitment statement.](#)

HOURS: 35 hours per week Monday to Friday

AVAILABLE TO:

Internal and External Candidates

DEADLINE: April 21, 2021

How to Apply

Click Apply Now!

SUBMIT RESUME TO:

Please apply on-line by visiting our website:

www.sickkidsfoundation.com/careersandvolunteers

SickKids Foundation is committed to fostering an inclusive, accessible environment, where all individuals feel valued, respected and supported. Candidates who require accommodation during the recruitment process should contact the Human Resources Department.