



## Mid-Level Gifts Officer

**Hours:** Full-time  
**Duration:** Permanent  
**Location:** Toronto or Ottawa, currently remote working  
**Starting salary:** \$67,626 per annum  
**Travel:** Some travel required once travel restrictions allow  
**Deadline:** Applications accepted until 5pm (eastern time), Tuesday October 18, 2021  
**Union:** Unifor Local 567

Amnesty International Canada (AIC) is looking for a **Mid-Level Gifts Officer (MLGO)** to develop and execute a hybrid fundraising program for mid-level donors. Reporting to the Major Gifts Manager, this role will be responsible for raising funds for Amnesty International Canada through mid-level gifts from individual donors, foundations, corporations or organizations giving \$1,000 to \$5000 annually.

The Mid-Level Gifts Officer has significant responsibility in personally engaging with high value donors and will successfully 'make the ask' to solicit gifts. They will develop strategy and processes to secure long-term growth, which will be achieved through personalized and impactful stewardship of this important and passionate group of supporters. As an integral member of the Major Gifts Team, the MLGO acts as a key relationship manager for mid-level donors, works closely with the team and volunteers to identify, cultivate, and solicit support from major donors to Amnesty International Canada (AIC), growing their commitment and the value of their giving.

The successful candidate must bring a lens of anti-racism, anti-oppression, gender mainstreaming, intersectionality, inclusivity, and accessibility to external and internal work, to all interpersonal interactions and in line with any organizational policies & protocols.

### WHAT YOU'LL DO

- Develop and implement a mid-level giving program using strategies and tactics from both direct marketing and major gift fundraising for donors at the \$1,000 to \$5,000 giving level
- Execute cultivation, upgrading and retention strategies to build committed, long-term giving
- Ensure anti-racism and anti-oppression principles are integrated into the strategies and materials to achieve diversity, equity and inclusion in practice
- Coordinate all mailing, contact, and written proposals for mid-level donors
- Maintain records of existing and potential donors on AIC's internal database system
- Organize special events with mid-level and significant major donors
- Coordinate stewardship of each mid-level donor, including the timely delivery of charitable tax receipts, invitations and personalized thank you letters

- Work in collaboration with the Annual Giving team to develop a pipeline for mid-level gifts and incorporate direct marketing activities into the mid-level giving strategy, as appropriate
- Utilize high-touch major gift tactics such as personal meetings to approach donors and prospects to grow income from these supporters
- Collaborate with the Major Gifts Officers to cultivate relationships with high-potential mid-level donors to create pipeline for larger transformational gifts
- Makes phone calls and visits to mid-level donors to cultivate relationships and explore potential for increased giving
- Develop and implement a moves management system for each high potential mid-level donor
- As necessary, coach non-fundraising staff and volunteers in soliciting gifts
- Where applicable, coordinate visits of other senior staff and volunteers to donors including making appointments, preparing information, handling and booking travel logistics as required

## **WHAT WE'RE LOOKING FOR IN A CANDIDATE**

Amnesty International Canada is seeking an individual who can contribute to the diversity of Amnesty's workforce and its inclusive, anti-racist and anti-oppressive practices. We're looking for a fundraising generalist who is both people-oriented and detail minded. This role requires a blend of classic direct marketing and major gift techniques. A successful candidate is someone who is excited to pick up the phone and speak to donors one-on-one, and who is comfortable with managing data-driven projects such as direct marketing mailings. This individual must have a passion for Amnesty International Canada's mission in the protection and promotion of human rights for all people.

## **SKILLS AND EXPERIENCE:**

- A few years of experience in fundraising, preferably in direct marketing solicitation and/or major or mid-level gifts and/or personal solicitation of gifts
- Excellent interpersonal skills with a customer service orientation and the ability to interact with individuals from diverse backgrounds
- Certification in fundraising is considered an asset
- Proven ability to work successfully with a diverse population and in applying anti-racism, anti-oppression, diversity, equity, and inclusion principles
- Proven commitment to self-development in the principles of anti-racism, anti-oppression, diversity, equity and inclusion
- Proven ability to apply an intersectional lens to their work to achieve anti-oppression in practice
- Demonstrated proficiency with databases and data management, with good attention to detail and experience with CRM or other database software
- Strong listening skills and ability to elicit donor giving motivations and interests
- Proficiency with current online media tools for communicating, including email broadcasting
- Excellent communications skills, both verbal and written
- Demonstrated ability to work well independently as well as in a team environment

- Occasional travel, evening and weekend work will be part of this role

## **WHY WORK FOR AMNESTY INTERNATIONAL CANADA?**

### **ABOUT US**

Amnesty International is a movement of 10 million ordinary people in more than 150 countries who come together to achieve extraordinary results in defending and promoting human rights. We get discriminatory laws changed and prisoners of conscience released. We've helped stop torture, commute death sentences and worked to end violence against women. We stand in solidarity with Indigenous Peoples demanding that their rights be respected.

### **OUR COMMITMENT TO ANTI-RACISM ANTI-OPPRESSION (ARAO) AND DIVERSITY, EQUITY INCLUSION (DEI)**

Amnesty International Canada is committed to employment equity, actively seeks diversity in the workplace, and welcomes and encourages applications from members of equity seeking groups including women, transgender, non-binary, and LGBTI individuals; First Nations, Metis, and Inuit individuals, persons with disabilities, and members of racialized and marginalized groups. We believe our work is stronger when it benefits from the experience, knowledge and wisdom of people who have faced systemic barriers, and encourage applications from qualified candidates who have lived experience as a member of historically underrepresented communities.

AIC values qualified diverse candidates who bring skills that contribute to our anti-racist and anti-oppression transformational journey. At AIC, employees are expected to contribute to an inclusive environment and bring the knowledge, experience, and ability to incorporate anti-racism, anti-oppression, intersectionality, gender mainstreaming, inclusion, and accessibility practices to external and internal work and to all interpersonal interactions.

### **WHAT WE OFFER**

At Amnesty International Canada, we are passionate about what we do, and we are proud of our achievements as a movement. To compensate our employees for the critical work they undertake, we reward them with an attractive, sector competitive salary and benefits package plus the opportunity to develop professionally.

**If you are talented, passionate about human rights and want to use your skills, knowledge, and experience to change the world, we encourage you to join us.**

## **APPLICATION PROCESS**

Together with your resume, please forward a 1-page cover letter (250 words maximum) that includes your responses to the following questions:

1. How do you relate to Amnesty International Canada's mission?
2. What interests you most about this position?
3. How would your skills and experiences (personal and professional) translate into success in this position?
4. What does a commitment to ARAO and DEI mean or look like to you?

Applications must be submitted electronically via Charity Village.

We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying—but with the limitations of time only those selected for an interview will be contacted.

Amnesty International Canada is committed to providing an inclusive and barrier free experience to applicants with accessibility needs. Requests for accommodation can be made at any stage during the recruitment process.