



JOB PROFILE

JOB TITLE: DIGITAL FUNDRAISING SPECIALIST	
REPORTS TO:	DIRECTOR OF DEVELOPMENT
DEPARTMENT:	DEVELOPMENT
JOB LEVEL:	FUNDRAISING SUPPORT
SALARY RANGE:	\$65,000 TO \$71,000

Core Purpose & Mission Statement

Way back in 1906, people in the community felt deep concern for the encampments of homeless men along the Ottawa River. A group of business leaders convened a community meeting – and from that conversation, The Ottawa Mission was born. Today, The Ottawa Mission is still here with warm beds, hot meals and open arms. But our work has grown into so much more. Today, in addition to providing food and shelter, we also provide men and women with health services, mental health and addiction treatment programs, hospice care, dental services, housing services, educational support, job training, spiritual care, and clothing.

The Core Purpose of the Ottawa Mission is to reflect Jesus’ love in serving the homeless, the hungry, and the lost. **Our Mission** is to provide food, shelter, clothing and skills, and offer healing, faith and hope for building a wholesome life

Vision & Values

Our Vision is that all the hurting, hungry and lost in Ottawa find HOPE, HEALING & HOME
Our Values are Faith first, Excellence in All, Respect & Dignity

Position Purpose

The Digital Fundraising Specialist plays a crucial role at The Ottawa Mission, responsible for raising brand awareness, integrating digital assets, leading all digital projects and measuring the efficiency and effectiveness of all digital channels. Reporting to the Director of Development, the Digital Fundraising Specialist plans, designs, implements and evaluates components of The Mission’s comprehensive digital fundraising strategy, to renew annual support from donors and acquire new donors from the community. The Digital Fundraising Specialist plays an essential role in helping The Mission meet its current fundraising goals and building a steady, growing revenue base well into the future from a variety of digital channels.

Major Responsibilities

- Develop and execute a multi-channel digital fundraising and engagement strategy, working directly with the Development Team and with the Communications Team.
- Manage the implementation of a digital donor acquisition and cultivation program using email marketing, social media, display ads, lead generation, SEO and other digital platforms as appropriate.
- Question, test and measure digital fundraising results to ensure a data-driven strategy.
- Project manage all digital fundraising initiatives, including critical paths, creative briefs, copy briefs, data requests and oversight of external contractors and agencies.
- Ensure KPI’s, performance and financial targets are met or exceeded across all digital channels.
- Manage the digital budget and adjust budget allocation as required to maximize performance.

ACCOMMODATION IS AVAILABLE, UPON REQUEST, FOR ALL EMPLOYEES WITH DISABILITIES

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- Innovate, identify and create strategies to grow digital revenues to reach growth targets; ensure ongoing testing and program optimization.
- Manage the organization's website; create, develop, and implement content for website using WordPress, Shopify and Raisin platforms.
- Work in tandem with the Communications team to co-ordinate and implement digital activities to achieve fundraising, advocacy and marketing goals.
- Work with the Communications team to develop high-quality, compelling and creative digital content.
- Stay up-to-date with current digital and fundraising trends, new tools, and best practices.

Other Requirements

Education

- University and/or College Diploma in a related field.

Experience

- A minimum of 3 years related work experience, ideally including digital fundraising and/or marketing experience in a non-profit or other setting.
- Experience with digital content production and initiatives, tailored to different audiences and across multiple platforms, aimed at expanding organizational reach.
- Experience with digital advertising on Facebook and through Google Ads.
- Experience analyzing and tracking digital data and the effectiveness of campaigns, with the ability to draw out key observations/learnings and present them to non-specialist audiences.
- Experience with email contact lists, database management and using merge fields to personalize content for emails.
- Experience with design, photo editing and production skills tailored for digital channels.
- Experience with video production, conducting live webcasts and photography.

Qualifications

- Demonstrated social media abilities and proficiency with Hootsuite or similar platforms.
- Working knowledge of WordPress website platform.
- Knowledge of WCAG 2.0 and AODA accessibility standards.
- Graphic design skills, including experience using InDesign, Adobe Photoshop or similar software.
- Email, online and mobile marketing principles, practices and trends.
- Google analytics and tracking results through UTM parameters.
- Excellent organizational skills and ability to manage multiple projects simultaneously as part of a high-performing and productive team.
- Data-driven with proven ability to collect and analyze data to problem-solve and make decisions.
- Excellent written, verbal and visual communication skills in English, with strong attention to detail and proofing skills.
- Creative, innovative thinker with a strong eye for digital content layout and design.
- Excellent interpersonal skills and ability to work well with others.
- Solutions-oriented.
- Self-motivated and ability to take initiative.
- Ability to work in a fast-paced environment, respond to requests quickly, and meets deadlines.
- Flexibility in work hours (occasional evening & weekend hours required).
- Understanding of and commitment to engaging the community to understand the issues surrounding homelessness and respectful of the privacy rights of individuals in a vulnerable situation.
- Bilingualism (French and English) considered an asset.
- Experience working with Blackbaud Luminate or Raisers Edge CRM considered an asset.

Working Conditions

- Must work to, sometimes strident, deadlines, manage and respond to competing priorities.
- Intermittent physical activity including walking, standing, sitting, and lifting.

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- Hybrid workplace.
- Interacts with employees, donors, partner agencies, clients, and the community at large.
- General Office Setting.

HOW TO APPLY

If interested in applying, please forward your resumé and cover letter with "Digital Fundraising Specialist" in the subject line, to akelly@ottawamission.com by end of day on December 1, 2021.

We thank all applicants for their interest in The Ottawa Mission, however, due to the volume of resumé we receive, only those selected for interview will be contacted.

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THE OTTAWA MISSION IS AN EQUAL OPPORTUNITY EMPLOYER