

Manager, Direct Response



Ottawa, ON, Canada • Virtual Req #176

Thursday, November 25, 2021

About CARE:

CARE helps women and girls in developing countries lift themselves and their families out of poverty and out of crisis.

We bring people together to end inequality. Not just for one person, but a whole community. Not just for now, but for a lifetime and across generations. We develop solutions with women and girls and their communities to tackle the big issues facing them like climate change, economic empowerment, food security and emergency relief in times of crisis or disaster.

About the role:

CARE Canada is looking for a Manager, Direct Response

ABOUT THE ROLE / WHAT THE ROLE OFFERS

CARE Canada's bold new Strategic Plan, *From Caring Comes Courage* (2021 – 2024), sets out CARE Canada's commitment to bring all our resources, talent, and expertise to unlock women's leadership for a gender-just future. It recognizes that to lead change and realize a better life for herself and her community, every woman needs to be safe, healthy and have a dignified livelihood. It also fundamentally realizes that 'business as usual' is no longer good enough: this Plan challenges us to reimagine how we achieve our mission, inspire Canadian investment in our mission and our work, and transform our organization to be future-ready.

The Public Engagement Unit drives CARE Canada's externally facing initiatives and is fundamental to our goal of inspiring Canadians to join us in this journey with a brave and bold voice, innovative partnerships, and sustainable, innovative and balanced revenue sources.

As a key driver of engagement and revenue for CARE Canada, the Manager, Direct Response is responsible for the ownership, planning, execution, and monitoring and evaluation of the digital and offline giving programs through a variety of channels. This role is responsible for driving the day-to-day activities to build, align, and grow the Direct Response portfolio. This role reports to the Director of Marketing, Communications & Annual Giving.

The incumbent will develop and coordinate direct response content and campaigns to existing donors and supporters and lead acquisition campaigns to acquire and convert new donors and supporters as set out in the annual plan. This may include, but is not restricted to:

- Email program
- Digital advertising program and campaigns
- Digital advocacy and lead acquisition campaigns
- Digital peer-to-peer program and campaigns

- Direct mail campaigns
- Matching gift efforts
- Face-to-face giving (door-to-door and street canvassing)
- Telemarketing campaigns

WHAT YOU OFFER / ABOUT YOU

- 5-7 years of marketing and fundraising experience including the management of: an email program, digital advertising program, and lead acquisition and conversion campaigns with a proven track record of developing and executing revenue generating campaigns.
- 5-7 years of working experience with digital advertising platforms and tools (Google Ads, Facebook Ads Manager, Twitter Ads, LinkedIn Ads etc.)
- 5–7 years of experience working with measurement and analytics tools (Google Analytics, Facebook Insights and Business Manager, Twitter Analytics, Rival IQ, Buffer etc.).
- Minimum 3 years of experience working with CRM tools, ideally in a non-profit environment.
- A passion for keeping on top of trends, innovation, optimization, testing, and analysis.
- Expert knowledge of direct marketing principles and best practices.
- Strong writing, editing, and content development skills with the ability to craft stories that inspire donors and supporters.
- Data-minded and data driven with expert analytics, analysis, and reporting experience.
- Knowledge of ethical fundraising guidelines and best practices.
- Strong attention to detail and accuracy.
- Excellent organizational, time management, and project management skills.
- Committed to continued professional development, learning, and growth.

WHAT WOULD MAKE YOU EXTRAORDINARY

- 1–2 years of management experience (direct reports, interns, volunteers).
- Experience in a large, complex organization (non-profit experience preferred).
- Strong design skills.
- Team player with a demonstrated ability to work collaboratively and independently.
- A keen interest in the work and mission of CARE Canada.
- Knowledge of receipting rules and guidelines for digital and offline donations per the Canada Revenue Agency (CRA).
- Knowledge of HTML, CSS, and JavaScript is considered a strong asset.
- Expertise with graphic design software (Adobe Creative Suite) is considered a strong asset.

- English essential, French and other languages are considered an asset.

WHAT WE OFFER / ABOUT CARE

Starting Salary Range between \$73,000 - \$80,000, depending on skills and experience

Full benefits: dental, medical, vision care, paramedical, life insurance (some exceptions may apply) and professional and confidential Employee Assistance Program services

Generous leave entitlements, including December holiday closure

International travel opportunities

Learning and development opportunities and specialised training

Flexible work hours and current work from home arrangement

A family friendly environment

Amazing colleagues who are very committed to CARE's mission

If you are someone who thrives on challenge, loves to be part of a dynamic team and you are passionate about making a difference, then this opportunity is for you and we would like to hear from you. Please apply **before December 9, 2021**. Please note resumes will be reviewed on an ongoing basis and the advertisement will be removed once candidate has been identified. We are only able to consider candidates who currently have the right to work in Canada.

CARE Canada is committed to employment equity, welcomes diversity in the workplace and encourages applications from all qualified applicants. Recruitment-related accommodations for persons with disabilities are available on request.

As part of CARE Canada's commitment to preventing sexual harassment, exploitation and abuse, we conduct reference checks on all final stage candidates in line with the Interagency Misconduct Disclosure Scheme. By applying to this role with CARE Canada, you are giving us consent to contact your previous employers to seek information in line with this scheme.