



Account Manager

Closing Date: April 29, 2022
Job Region: Ottawa (Flexible)
Years of Experience: 5+
Salary Range: \$65,000 - \$85,000

What exactly is this position all about? It's a fundraising consulting gig where you are the day-to-day contact point for clients and execute the annual fundraising programs of charities who work in primarily direct mail, digital and/or legacy giving.

Are you passionate about fundraising? Are you self-motivated, curious and opinionated? Comfortable being called a project management wizard? Can you magically conjure persuasive and compelling copy? Like the idea of a fast-paced, highly flexible work environment? Do you like to solve problems and offer creative solutions? This might be the career for you.

The Job

Good Works is seeking an Account Manager to work closely with our charity clients to ensure timely and superior delivery of turn-key and custom consulting solutions. Key responsibilities include:

Project Management

- Oversee and execute tactical plans for direct response fundraising programs, including integrated direct mail, digital, legacy and stewardship campaigns
- Implement strategy (numbers and creative) and report on initiatives to the client
- Manage the writing and/or revision of fundraising material such as campaign briefs, copy decks, thank you letters and digital collateral
- Work collaboratively with the account team, which includes the Campaign Strategist, Print Production Specialist, Director Client Experience, and other members of the Creative Services team to establish timelines and meet campaign deliverables
- Obtain appropriate buy-in and approval from clients to proceed to successive steps in projects

Client Management

- Day-to-day communications with clients and project management
- Ensure a positive and valuable experience for all clients and with all projects
- Build critical relationships between internal account teams, clients and key stakeholders

Business Development

- Ensure deep client loyalty and a high renewal rate in concert along with the account team and the Director Client Experience
- Further and deepen individual and company profile through writing/blogging and/or volunteerism



Qualifications and Experience

- Project management expertise
- Minimum of 3 years of experience working in fundraising, with a preference for those with individual giving experience in direct mail, digital and/or legacy
- Highly adaptable, flexible and able to prioritize as part of a small but nimble team
- Able to successfully juggle multiple, competing deadlines in a fast-paced, changing environment
- Proactive (confident in asking questions, generating ideas, and being a self-starter) on projects
- Strong interpersonal and communication skills with the ability to work well with a wide range of people
- Good consulting, people management and diplomacy skills

Salary Range: \$65,000 - \$85,000

Location: Candidate to be based out of our Ottawa office, which operates with a hybrid model

Reports To: Director Client Experience

About Good Works

We're a company of fundraising consultants based in Ottawa who specialize in individual giving. Our team is growing rapidly and we're adding another Account Manager position.

At Good Works, we work directly with causes to grow giving and spread donor love in mailboxes, inboxes, and everywhere in-between. We help charities get personal with each and every donor through direct marketing that's tailor-made to create their biggest fans.

Part of our recipe for success is that we're master storytellers (the other part is our team, plus a few classified secrets only revealed to our clients). We craft compelling and moving stories that deeply connect supporters to a cause.

We offer competitive salaries, a benefits package, professional development opportunities and a flexible work environment. We also encourage professional and personal volunteerism.

To learn more about us, and to see a list of our clients, visit our website at www.goodworksco.ca.

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