



Monthly Giving Digital and Recovery Coordinator

Hours: Full-time (37.5 hours/week)
Duration: Contract (6 months starting in August or September 2022)
Location: Toronto or Ottawa (Working Remotely)
Salary: \$69, 261 per annum.
Travel: No travel required
Deadline: Applications are accepted until 5pm, (eastern time) Friday, July 29, 2022
Union: Unifor Local 567

Amnesty International Canadian Section (English Speaking) also known as AICSES is looking for a dynamic **Monthly Giving Digital and Recovery Coordinator** to coordinate our digital and recovery strategies with donors through Year End and into 2023.

Reporting to the Manager, Monthly Giving and Data, this role is responsible for raising funds for the organization through digital campaigns and marketing as well as recovery.

The Monthly Giving Digital and Recovery Coordinator has responsibility for key areas within the Monthly Giving program requiring initiative and creative digital marketing approaches to grow this mission-critical fundraising program. The primary focus of the position is to design and support digital strategies to increase fundraising revenues by attracting more donors, ensuring they are engaged through supporter/engagement journeys and increasing their level of giving over time. The Coordinator will work with members of the Digital Communications team and vendors for external marketing and donor recruitment initiatives throughout Year End 2022. In addition, the Coordinator is responsible for our robust Recovery program and ensuring the optimal recovery of monthly donors whose gift are in a state of decline due to invalid financial information.

Your experience working in digital fundraising and marketing and interest in human rights, will help Amnesty International Canada strengthen its reputation as a leader in human rights both internally and externally. This includes an ability to support in building an environment that reflects Amnesty International Canada's promotion of a culture of respect, equity, and fairness.

The Monthly Giving Digital and Recovery Coordinator will join Amnesty International Canada during an exciting time as the organization moves forward with its new strategic framework. This is a transformative time for the organization, and you will have the opportunity to contribute to improved processes, practices and systems and tools towards a bold new era of equity, anti-oppression, transparency and efficiency for Amnesty International Canada.

WHAT YOU'LL DO

Acquire and reactivate more digital monthly donors (50%) of time:

- Work with the Digital Team to acquire new donors straight to monthly giving through email campaigns
- Work with the Digital Team to acquire new leads for telemarketing conversion to monthly donors
- Work with the Digital Team to acquire single gift donors for telemarketing and email conversion to monthly donors
- Create content to convert single gift donors and activists to become monthly donors via email and work with the Digital Team to implement appeals
- Develop email content to target and reactivate lapsed monthly donors
- Work with the Monthly Giving Acquisition Coordinator to coordinate activities with related telemarketing campaigns and vendors
- Work with external vendors and the Digital Team to recruit new donors through external marketing via Google Display Network, Facebook, Instagram and YouTube
- Track and report on results to ensure digital fundraising activities are performing optimally (including against other acquisition sources and activities)

Monitor donor stewardship plan for monthly donors (15%) of time:

- Manage digital welcome journeys including supporting mail elements
- Coordinate with other fundraising staff and departments to ensure supporter/engagement journeys are consistent with the acquisition method used to recruit the donor and with organizational goals and priorities
- Work with Digital Team to produce e-newsletters and other email updates for monthly donors
- Monitor donor acquisition and retention KPIs to ensure plans focus on the areas with the highest retention (lowest attrition) rates and provide regular reporting back to the Monthly Giving Team
- Identify and potentially test new initiatives to support retention, acquisition, and recovery work

Monthly Giving Recovery Program (35%) of time:

Tracking and monitoring

- Monitoring internal auto-updated and credit card reprocessing to ensure there are no anomalies
- Monitor results of the external telemarketing agency to ensure they are achieving the best results possible – and tweak systems and processes as necessary

Liaising with an outside vendor

- Liaise between the outbound agency and Amnesty administrative staff
- Conduct regular meetings with outbound agency on recovery program and administrative issues, review fundraising results and make recommendations for corrective action as necessary
- Deal with all the day-to-day issues and troubleshooting that arise with outside vendors (often requiring creative approaches to problem solving and program implementation)
- Approve standard documents and scripts
- Ensure the transfer of calling data
- Track invoices and discuss any discrepancies with the vendors

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. The successful candidate has experience with digital fundraising strategies and is comfortable communicating with outside vendors and directly with donors.

SKILLS AND EXPERIENCE:

- University education or equivalent work or volunteer experience
- Minimum of three years of fundraising experience, preferably in digital strategies
- Excellent interpersonal and communications skills with a customer-service orientation
- Skilled in verbal and written communications in digital environments with diverse audiences
- Proficiency with current online social media tools for communicating, including email broadcasting, Informz, Engaging Networks, and ability to interact with individuals from a variety of social backgrounds
- General understanding of Amnesty's work and mandate
- Demonstrated proficiency with databases, e.g. iMIS, and data management, with attention to detail and experience with CRM or other database software, especially with building and running reports, and data analysis
- Fluency in Microsoft Office, Outlook, Excel, and Internet search
- Demonstrated ability to work well independently as well as in a team
- Strong project management and organizational skills, and the ability to work under pressure, managing multiple priorities and tight deadlines
- 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 your work to achieve anti-oppression in practice
- Passion for Amnesty International's mission in the protection and promotion of human rights for all people

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 are in solidarity with Indigenous peoples demanding that their rights be respected.

OUR COMMITMENT TO ANTI-RACISM, ANTI-OPPRESSION, DIVERSITY, EQUITY & INCLUSION (ARAO-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. Click to learn more about our [Equity Journey](#).

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 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. How would your skills and experiences (personal and professional) translate into success in this position?
3. What does a commitment to ARAO and DEI mean or look like to you?

Applications must be submitted electronically via our [Work with Us](#) career page.

We thank everyone for their expression of interest-and truly appreciative of the time individuals put into applying-but with the limitation 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