

# Fund Development Officer, Digital Marketing

Fund Development · Ottawa, Ontario

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## Internal/External Posting Notice

**Title:** Fund Development Officer, Digital Marketing

**Department:** Fund Development

**Status:** Full-time, unionized

**Location:** Remote in Canada

**Immediate Supervisor:** Manager, Annual Giving

**Salary:** \$62,814.53 - \$82,659.63

**Level:** Band 2

**Application Deadline:** **November 4, 2022**

Oxfam Canada is an affiliate of the international Oxfam Confederation networked in over 90 countries as part of a global movement for change. Our mission is to build lasting solutions to poverty and injustice with a focus on improving the lives and promoting the rights of women and girls. We work directly with communities, partners and women's rights organizations to challenge the systems that perpetuate inequality and keep people poor. Together we seek to influence those in power to ensure that women trapped in poverty have a say in the critical decisions that affect them, their families and entire communities. That's why we believe that ending global poverty begins with women's rights.

Oxfam Canada offers a generous compensation and benefits program. Our comprehensive employee benefits package includes robust health, dental and wellness benefits, flexible working conditions and generous vacation and other leave provisions. We also offer the opportunity to be a part of our global movement for change! If you are passionate about tackling poverty, inequality and injustice around the world, believe in advocating for women's rights and ending patriarchy, and share our values of Empowerment, Solidarity, Inclusiveness, Accountability, and Courage – we want you on our team!

## SCOPE OF POSITION:

The Fund Development Officer, Digital Marketing, is responsible for proposing and delivering donor acquisition, donor journey and income strategies from digital channels, to support Oxfam's mission. Reporting to the Manager of Annual Giving, this position will be a key contributor within the Annual Giving Unit team, to execute an integrated mass marketing fundraising program that maximizes digital revenue, ROI and achieves overall program goals. They will play a hands-on role in designing, executing and optimizing digital fundraising and marketing campaigns and tactics to

inspire donor support and increase conversions, working to ensure a seamless user experience and high performing program across email, website donation pages, paid ads, search, etc, for all online giving opportunities and products (ie: monthly giving, one-time giving, tribute giving, symbolic giving, peer-to-peer, 3rd party platforms).

This is an exciting opportunity for someone who is passionate about gender justice and ending global poverty, is creative and solutions oriented with a high level of proficiency, confidence and curiosity in using a range of digital tools and platforms to achieve results.

**MAJOR RESPONSIBILITIES:** (This is not an exhaustive list of duties to be performed)

**Digital Fundraising Program Development and Execution:**

- Propose, collaborate on and execute digital strategies to increase fundraising revenues by attracting more donors, inspiring existing donors, ensuring donors are engaged through digital supporter journeys and increasing their level of giving over time.
- Contribute to the development of annual integrated fundraising campaigns and appeals, including, as applicable: agency briefing, concept development, creative implementation, copy writing/editing, production and deployment.
- Create, deploy and report on e-mail marketing activities to support fundraising and donor journey objectives (i.e. – email updates, welcome series, e-newsletters, impact reports and appeals).
- Optimize and improve email lists, opt-ins, open and click rates; conduct annual supporter email hygiene
- Build and maintain online donation and action forms for maximum donor engagement and conversions, create appropriate conditional content and gift arrays based on segment strategy
- Ensure all appropriate tracking is set-up and leveraged for all digital initiatives, develop strategies based on tracking insights
- Develop and execute digital A/B testing for email, ads and donate pages.
- Create and use donor segmentation to ensure donors receive appropriate calls to action, stewardship and communications to achieve business goals while ensuring donor journey plans are respected and according to donor preferences.
- Develop trigger-based and lifecycle based automated communications where appropriate.
- Execute rapid-onset humanitarian appeals (paid digital ads, search, social, custom donate forms, emails, etc.)
- In collaboration with Communications Officers, leverage the website, Google grant, paid ads, SEO, news media and social media strategies for optimum revenue generation, providing analysis and recommendations.
- Support digital lead generation strategies to build our pipeline of potential donors, supporters and event participants.
- Maintain and update the annual digital fundraising calendar, using Asana and other tools.

- Identify and propose innovations within digital marketing, fundraising, e-commerce and email stewardship, and adjust strategies and tactics as required.
- Ensure that all digital program initiatives are in compliance with national and provincial regulations including, but not limited to PIPEDA, CASL, CRA, CMA, Imagine Canada's Ethical Fundraising and Financial Accountability Code and AFP's Code of Ethical Principles and Standards and AODA accessibility legislation.
- Participate in Oxfam International Digital Fundraising Group and other designated digital working groups as appropriate.

**Digital content:**

- Collaborate with the Communications and Programs Departments and within the Annual Giving Unit to identify, create and execute compelling digital donor content and social media opportunities.
- Develop, design and/or edit graphics, infographics, quizzes, videos and other digital products that demonstrate donor impact, inspire giving and support the donor's journey.
- Ensure all digital products are consistent with the Oxfam brand guidelines

**Program Analysis, Data & Reporting:**

- Monitor and analyze program performance and effectiveness against benchmarks and KPI's; produce post-campaign reports as required.
- Produce monthly, quarterly and annual reports outlining program performance against targets for all sources of digital revenue; make recommendations.
- Contribute to Annual Giving Unit year-end program evaluation and Board reports.
- Run donor segmentation reports, monitor giving and engagement patterns to glean insights and make recommendations for the donor's journey.
- Work closely with the Information Systems (IS) team and other stakeholders to ensure data integrity, effective data capture, CRM segment lists and identify data opportunities and challenges for the digital program
- Monitor Oxfam Canada social media as part of effective audience listening
- Stay abreast of current trends and best practices in digital marketing, digital fundraising and digital campaigning.

**Financial and Budget Management:**

- Work with the Manager of Annual Giving to develop a detailed annual revenue, donor activation and expense plan and budget for the digital program
- Monitor monthly digital revenue and expenses to ensure targets can be met, including projections and reforecasting for the digital program
- Review program expenditures and process invoices in a timely manner

**REQUIRED EXPERIENCE, KNOWLEDGE & COMPETENCIES:**

- University degree or college diploma in digital marketing, fundraising, communications, or related field.
- Minimum 5 years of working experience in a related field, with a minimum of 3 years hands-on digital delivery experience.
- Experience with digital fundraising, marketing, campaigning, lead generation and general public engagement with a strong track record of successful business outcomes.
- High level of proficiency, confidence and curiosity in using a range of digital tools and platforms to achieve results, including but not limited to: Salesforce, Engaging Networks, Shopify, Asana and email marketing platforms.
- Proficient in using Google Analytics and other dashboards to interpret digital insights and make recommendations for results improvements.
- Experience with digital ads, search, Google grant, SEO and SEM
- Competency in graphic design, print production, video production and editing
- Ability to stay atop digital trends, quickly learn new digital tools and adapt to new technologies.
- Ability to work collaboratively in a team, in a self-directed manner, to prioritize and manage workloads in a fast-paced environment.
- Demonstrated ability to organize, prioritize work and manage multiple projects with high efficiency, accuracy and enthusiasm.
- Demonstrated knowledge, understanding and commitment to global justice, social change, women's rights and gender equality.
- Ability to undertake domestic and/or international travel as required, sometimes in difficult circumstances.
- Willingness to sign and abide the Oxfam Code of Conduct.

**In addition to competitive pay, we offer:**

- 35-hour workweek and the ability to work flexible hours
- A hybrid workplace where staff can work from home and the Ottawa office
- 4 weeks paid vacation per year, plus paid office closure between Christmas and New Year
- Extensive health, dental and wellness coverage for you and your dependents
- Paid sick days, and additional time off for personal and care responsibilities
- Pension plan contributions
- Caring, compassionate and supportive work environment that recognizes that work is one of the many responsibilities we have to prioritize in our lives
- Regular opportunities for all staff across Canada to meet – in person and virtually – to learn, connect and grow as a team!

**\*\* MUST be eligible to work in Canada \*\***

***If you don't see yourself reflected in every job requirement listed in the posting above, we still encourage you to apply.***

*Oxfam Canada is committed to diversity and equity around the globe and in our workplace. All our work is led by three core values: Empowerment, Accountability, Inclusiveness. We welcome applications from: women, Aboriginal persons, persons with disabilities, ethnic minorities, persons of minority sexual orientation or gender identity, visible minorities, and others who may contribute to diversification and share our values. If you are invited to continue the selection process, please notify us as soon as possible of any particular adaptive measures you might require. Applicants are encouraged to share accessibility needs in the application process, and every attempt will be made to accommodate them.*

*Important Note: All offers of employment are conditional upon signing our strict code of conduct, subject to satisfactory references and may be subject to appropriate screening checks. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for Oxfam Canada.*

*For additional career opportunities within Oxfam Canada, please visit [oxfam.ca/employment-opportunities](https://oxfam.ca/employment-opportunities). Please note that we are not able to offer internships or overseas volunteer placements.*

*We welcome you to join our movement – sign up for news and updates today.*

*We thank all those who apply, however, only those selected for an interview will be contacted.*