

Blakely

STRATEGIST (Fundraising Agency)

Posted On: February 3, 2025

Closing On: February 28, 2025



Location: Remote

Employment Type: fulltime

Level: beginner

Salary Range: \$75,000 - \$85,000

Website: <https://blakelyfundraising.com/>

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STRATEGIST (Fundraising Agency)

WE ARE LOOKING FOR YOU!

Are you passionate about diving into numbers, digging into analytical problems, and converting insights into strategy? Are you a direct response marketer who loves to find new and efficient ways to support the growth of fundraising programs? Are you proud of your insights and analytical skills? Do you enjoy developing and presenting strategic plans?

If so, then this position may be for you!

The Strategist is a key member of our Planning team, working together with the Director and other Sr. team members to translate client objectives alongside insights and trends into actionable, audience-led, go-to-market strategies and plans.

MUST HAVES

- Knowledge of direct response marketing including an understanding of market trends and key performance metrics
- Minimum 3 years of proven experience in direct fundraising, with a focus on integrated campaigns including Direct Mail, Digital Media and Email.

- Strong capacity to interpret data and metrics through the environmental context
- Demonstrated ability to translate data and metrics into program strategy
- Strong computer software ability in MS Outlook, MS Word, MS Excel, MS PowerPoint, MS Teams, Adobe Acrobat, and Power BI
- Ability to take initiative and work independently, while still collaborating and being a solid team player with a strong client service focus, striving to meet team goals
- Detail-oriented with superior organizational skills
- Proactive problem solver, with positive outlook
- Ability to multi-task and juggle competing priorities in a fast-paced environment
- Excellent verbal and written communication skills including editing and proofing skills

ASSETS

- Not a requirement, but we consider past agency experience working directly with non-profit clients an asset for this role
- Previous experience working in a non-profit organization

RESPONSIBILITIES

- Work on key clients, with responsibilities including data analysis, overarching campaign strategy, journey planning and development, content and messaging strategy, testing plans, and budget oversight
- Undertake fundraising campaign post-mortems to arrive at actionable insights that will inform strategy development
- Distill insights into compact, easy to understand language that inspires.
- Collaborate with team members across departments in the agency – Insights, Strategic Solutions, Client Relationships, Digital, Operations, and Strategic Solutions

WHO IS BLAKELY?

We are a diverse and smart team who value transparency, collaboration, hard work, and curiosity. We value people above all else and we demonstrate that in our team, in our work, and within the amazing relationships we nurture every day with our clients.

As a workplace which strives to create a culture based on inclusivity and teamwork, we believe that our culture is our biggest competitive advantage. We provide equal opportunity to all employees and applicants without regard to race, religion, colour, gender identity, age, sexual orientation, neurodiversity, or disability, visible or invisible.

We need YOU – a smart and savvy **Strategist** who wants to make a difference in the world – to join our Strategy and Planning Team.

Salary Range: The starting salary range for this position is **\$75,000 – \$85,000 (full potential ranges up to \$90,000)** commensurate with experience. In addition, a comprehensive benefits package including health, dental and vision care, 3 weeks' vacation plus an additional 9.5 Blakely days off (half day Fridays before each long weekend and the office is closed for one week at the end of December each year).

Location: This is a location-flexible work from home position. Maintaining a good working relationship is key to success, so we gather our entire team together **3 – 4 times a year in Aurora, ON**. There will be department meetings or 1 on 1 meetings with your manager in person required throughout the year. For those that live 150KMs or more away from Aurora, ON we cover all travel expenses in line with Blakely's travel policy. In addition, if you are in a client facing role, there will be in person client meetings required, dependent on the client and Blakely needs, with reimbursement for travel based on Blakely's travel policy.

HOW TO APPLY

If this description sounds like you, please send your resume to us at careers@blakelyfundraising.com no later than **11:59 p.m. on February 28th, 2025**.

We thank all those who apply, however, only candidates of interest will be contacted.

Begin your journey with us in 2025, and let's inspire people to do more.