

Blakely

STRATEGIST (Strategic Initiatives)

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 (Strategic Initiatives)

WE ARE LOOKING FOR YOU!

Are you a fundraising professional who understands and knows how to develop meaningful donor experiences and journeys? Are you passionate about applying insights to help non-profit organizations develop their programs, through optimizing current and supporting core donor strategies? If so, then this position may be for you!

The Strategist is a key member of our Strategic Initiatives team. Working alongside the Director of Strategic Initiatives, this role will translate client strategic objectives and goals alongside insights and trends into actionable plans with a donor focused lens.

MUST HAVES

- Minimum 3 years working in fundraising, with a strong understanding of data and insights, with a demonstrated ability to apply these to drive program strategy
- Strong understanding of how to position content and key messaging to drive strategy and donor experience

- Solid team player with a strong client service focus
- Detail-oriented with superior organizational skills
- Ability to work in a fast-paced environment
- Excellent and proactive verbal and written communication skills
- Ability to take initiative and work independently, while still collaborating and being a team player
- Ability to multi-task and juggle competing priorities
- Strong computer software ability in MS Outlook, MS Word, MS Excel, MS Powerpoint, MS Teams and Adobe Acrobat
- Positive outlook and works collaboratively, striving to meet team goals
- A broad knowledge of various fundraising programs (including high value programs such as legacy, mid-level monthly giving), as well as an understanding of market trends and metrics

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
- Knowledge of donor management systems/CRMS would also be considered an asset for this role

RESPONSIBILITIES

- Work alongside the Director on key clients, with responsibilities including data analytics, building overarching fundraising strategies, journey planning and mapping, key messaging development and go-to-market planning
- Undertake both internal and external market assessments to evaluate trends and inform strategies
- Distill insights into donor journey and content plans that engage and inspire donors within multiple fundraising programs
- Collaborate with team members across departments in the agency – Insights, Strategic Solutions, Client Relationships, Creative, Digital and Operations

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 **\$75,000 – \$85,000** 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, within Canada 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, as this is 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 **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.