



United Way
East Ontario

WORKING WITH COMMUNITIES
IN PRESCOTT-RUSSELL, OTTAWA,
LANARK AND RENFREW COUNTIES

100% LOCAL

Share our passion for helping others and work with talented, dedicated people.

Would you like to work with community leaders to improve people's lives and make a positive impact in Ottawa, Prescott-Russell, Lanark County and Renfrew County? Do you share a commitment to making East Ontario a better place in which to live, work and play?

In a vibrant, diverse and family-friendly workplace, join us in a common desire to bring people and resources together to build a strong, healthy, safe community for all.

Manager, Affinity Giving

Competition #: 2026-18

Posting Period: July 6th - July 20th, 2026

Vacancy type: New position

Department: Resource Development

Position Status: Full-time, permanent

Level: 4

Salary: \$ 62, 146

Position Summary and Responsibilities:

The Manager, Affinity Giving is primarily responsible for the development, management and execution of United Way East Ontario affinity programs with targeted growth strategies for mid-level giving, pipeline development and increased engagement donor engagement. The Manager helps establish and grow strong, meaningful relationships with supporters that align to United Way's current work through our affinity programs like Women United.

Women United is an inclusive, vibrant group of women donors and changemakers bound together by a shared commitment to ignite positive change for women, families, and communities across our region. Donations are invested into programs that support both grassroots and systems level change for women and girls. While Women United is the UWEO largest affinity program and where the manager will focus, the manager will also leverage insights to identify and deepen affinity giving with other communities. Collaborating closely with the Senior Director, Resource Development and the broader Resource Development team, the Manager will lead, plan, and execute the affinity giving strategies related to donor cultivation, solicitation, engagement and stewardship.

The Manager will work closely with Marketing and Communications and the Community Impact teams to collaborate on and execute key program deliverables related to affinity giving investment, communication, and engagement strategies. In partnership with marketing and communications, the manager will identify and prioritize market opportunities to grow the affinity giving donor base as well as brand recognition with the community. The manager will also ensure a region-wide approach to affinity giving activities and communication materials.

As part of the fundraising team, the Manager will be responsible for a portfolio of donors and prospects with clear annual revenue targets tied to acquisition, upgrades and retention. The manager will participate in the development of opportunities that support long term affinity and a lifetime approach to UWEO philanthropy.

The Manager will support key volunteer engagement opportunities with a dedicated group of champions providing resources, training, and strong volunteer management to support priorities.

This role is a key member of the Resource Development team with responsibility for working closely with each channel to meet fundraising targets in an established and impact centered affinity program. To this end, the Manager, Affinity Giving will actively participate in the implementation and delivery of fundraising strategies, engagement plans, and stewardship for UWEO affinity program donors.

This hybrid position is based in Ottawa and serves the regions of Prescott-Russell, Ottawa, Lanark and Renfrew counties. You are expected to work from the office two days per week.

Job Qualifications

Education/Experience

- A University or college degree or equivalent combination of education and work experience
- A minimum of five years of fundraising experience with an emphasis on building relationships.
- Supervisory experience will be considered an asset.
- Experience working in a fast-paced environment.
- Familiarity with project management and workflow are considered an asset.
- Demonstrated commitment to lifelong learning and professional development

Knowledge, Skills, and Abilities

- Proven ability to solicit gifts in the mid-level (\$1000 to \$10,000.00).
- Proven success in results-oriented fundraising.
- Advanced relationship management and networking skills – strong customer relationship skills.
- Ability to mobilize others, including volunteers and stakeholders, to implement and deliver donor cultivation and stewardship tactics and programs.
- Superior communication skills – verbal and written. Ability to organize and present information, views, and concepts in a concise and understandable format to a variety of key stakeholders and audiences.
- Demonstrated ability to think both strategically and tactically.
- Demonstrates flexibility, initiative, perseverance, and integrity.
- Proven organizational and facilitation skills.
- Strong interpersonal effectiveness, including experience and comfort relating to senior leaders and decision-makers, strong ability to work in a team setting.
- Ability to solve problems and to respond effectively and calmly in difficult situations.
- Computer literacy in word processing, database/CRM, and presentation software, especially Microsoft Word, Excel, Outlook, and PowerPoint.
- Bilingualism preferred.
- A G driver's license and vehicle is required for this position.
- Criminal and Credit check required.

Interested and qualified candidates are invited to submit a resume and a detailed cover letter indicating their interest in the role in confidence by July 20th 2026, to employment@unitedwayeo.ca.

Please quote competition number #2026-18 when submitting your resume.

The United Way East Ontario is actively committed to increasing its representation of the diversity of the communities we serve. Applicants are encouraged to self-identify.

As part of this commitment, we strive to reduce barriers to participation and have a wide range of accommodations available to applicants. Please advise if you require accommodation throughout the recruitment process.

While bilingualism is not a requirement for this position, candidates are encouraged to highlight their language proficiency.

United Way East Ontario does not use artificial intelligence to screen, assess, or select applicants for the position.

We thank all applicants for their interest, but only those selected for further consideration will be contacted.