

Who we are

For over a century, The Ottawa Mission has proudly served as a community cornerstone in providing relief to those in need. Over that time, we've evolved from a faith-based shelter into a comprehensive service hub ready to meet the ever-growing needs of our vulnerable population.

Through the philanthropy and support of our community, we're able to offer:

 Food Programs

 Emergency Shelter

 Housing Services

 Client Services

 Job Training

 Addiction & Trauma Program

 Health Services

 Chaplaincy Support

Within our organization, the Development Team is a high-performance, fully-diversified fundraising department generating over \$14M annually to support our many life-changing programs. We are supported by the commitment and generosity of more than 1,000 volunteers and 35,000 donors.



Digital Fundraising Strategist

Reports to: Manager of Annual Giving & Direct Response

Department: Development

Job level: Fundraising Support

Salary: \$66,800 – \$78,700 per year

Closing date:
SEPTEMBER 10, 2026

About you and your position

Reporting to the *Manager of Annual Giving & Direct Response (Manager)*, the **Digital Fundraising Strategist (Digital Strategist)** supports raising brand awareness, integrating digital assets, managing all digital fundraising, and measuring the efficiency and effectiveness of all digital channels.

The Digital Strategist plans, designs, implements and evaluates components of The Ottawa Mission's comprehensive digital fundraising strategy, to renew annual support from donors and acquire new donors from the community, with a digital fundraising goal of \$3.4M.

Working collaboratively with the Manager, they plan and execute the digital fundraising program, monitor KPIs to grow revenue and meet digital marketing targets.

SCOPE & DIMENSION

The Digital Strategist is responsible for the strategy, management and implementation of all programs related to digital fundraising. The Digital Strategist will give direction to and support one (1) *Digital Content Officer* in the implementation of all digital and email activities. The Digital Strategist needs to have well prepared plans for the current quarter and have a clear sense of what is to be accomplished in the year to come.

MAJOR RESPONSIBILITIES

- Manage the development and execution of a comprehensive digital fundraising strategy to meet or exceed the digital fundraising goal.
- Optimize the organization's online presence across various digital platforms, including social media, email marketing, and other channels.
- Build and manage relationships with external partners, vendors, and influencers to amplify the organization's brand and reach.
- Make key recommendations and decisions in a fast-paced environment on digital strategy.
- Manage the implementation of a digital donor acquisition and cultivation program using email marketing, social media, display ads, lead generation, SEO, SEM and other digital platforms as appropriate.
- Question, test and measure digital fundraising results to ensure a data-driven strategy.
- Project manage all digital fundraising initiatives, including critical paths, creative briefs, copy briefs, data requests and oversight of external contractors and agencies.
- Ensure KPIs, performance and financial targets are met or exceeded across all digital channels.
- Oversee the digital budget and adjust budget allocation as required to maximize performance.
- Innovate, identify and create strategies to grow digital revenues to reach growth targets; ensure ongoing testing and program optimization.
- Manage the organization's digital fundraising platform (Fundraise Up) and fundraising integration in relation to the overall website.
- Stay up-to-date with current digital marketing and fundraising trends, new tools, and best practices.

OTHER REQUIREMENTS

Education

University degree in marketing, communications, business or a related field.

Experience

- A minimum of 5 years' related work experience, ideally including digital fundraising and/or marketing experience in a non-profit or other setting.
 - Experience with digital content production and initiatives, tailored to different audiences and across multiple platforms, aimed at expanding organizational reach.
 - Experience with digital advertising via *Meta*, *Google*, and *Microsoft*.
 - Experience analyzing and tracking digital data and the effectiveness of campaigns, with the ability to draw out key observations/learnings and present them to key target audiences.
 - Knowledge of philanthropy and integrated marketing communications considered an asset.
-

Qualifications

- Digital fundraising knowledge and certification in best practices and strategies.
- Demonstrated social media abilities and proficiency with Hootsuite or similar platforms.
- Working knowledge of *WordPress* or a similar website platform.
- Knowledge of WCAG 2.0 and AODA accessibility standards.
- Graphic design skills (experience with *Canva*, *Adobe InDesign*, *Illustrator* and *Photoshop* desirable).
- Proficient in *Mail Chimp* or another similar email platform.
- Knowledge of email, online and mobile marketing principles, practices and trends.
- Ability to track results through Google analytics and other UTM parameters.
- Experience with video production and editing is desirable.
- Excellent organizational skills and ability to manage multiple projects simultaneously as part of a high-performing and productive team.
- Data-driven with proven ability to collect and analyze data to problem-solve and make decisions.
- Excellent written, verbal and visual communication skills in English, with strong attention to detail and proofing skills.
- Creative, innovative thinker with a strong eye for digital content layout and design.
- Excellent interpersonal skills and ability to work well with others.
- Solutions-oriented.
- Self-motivated and ability to take initiative.
- Ability to work in a fast-paced environment, respond to requests quickly, and meet deadlines.
- Understanding of and commitment to engaging the community to understand the issues surrounding homelessness and respectful of the privacy rights of individuals in a vulnerable situation.
- Bilingualism (French and English) considered an asset.

Working Conditions

- Lead projects & deadlines as well as managing team members and vendors in a fast-paced environment to execute critical digital campaigns.
- Hybrid workplace, minimum 2–3 days in office.
- Flexibility in work hours (occasional evening & weekend hours required).
- Interacts with employees, donors, partner agencies, clients, and the community at large.
- Intermittent physical activity including walking, standing, sitting, and lifting.
- General office setting.

WHAT WE OFFER

The Ottawa Mission also provides many benefits and perquisites, including:

- 12 paid sick days per year
- 3 weeks' vacation to start
- Work/life balance
- Hybrid work model

GROUP BENEFITS, INCLUDING:

- Prescription
- Extended Medical
- Dental
- Health Spending Account

RETIREMENT BENEFITS:

RRSP → 4 % employer contribution with an additional 3% match

If interested in applying:

**Please forward your cover letter and resume,
with “Digital Fundraising Strategist” in the subject line,
to chuntercadieux@ottawamission.com**

We thank all applicants for their interest in The Ottawa Mission, however, due to the volume of resumes we receive, only those selected for an interview will be contacted.

Accommodation is available, upon request, for all applicants with disabilities.

The Ottawa Mission is an equal opportunity employer.