

Digital Fundraising & Communications Officer

Position type: Full time, Permanent

Location: Toronto, ON

Job Posted: September 21, 2021

Job Posting Closed: September 26, 2021

Salary Range: \$50,000-65,000 per annum

YWCA Canada is looking for an innovative professional with exceptional digital, fundraising, communication, networking and relationship management skills. The ideal candidate is comfortable creating and driving meaningful targeted multimedia content to maximize opportunities for awareness, education, advocacy, and donor generation.

The successful candidate will create and amplify great content through a nuanced understanding of how algorithms and data work to drive fundraising success and digital engagement. The Digital Fundraising and Communications Officer has a passion for interpreting analytics, maximizing visibility through Search Engine Optimization, and coordinating online communications platforms, including websites.

Are you highly self-motivated, a team player, yet you are able to work autonomously, with great attention to detail, strong interpersonal communication, organization and planning skills?

Are you tired of superficial approaches to equity, diversity and inclusion in the non-profit sector and want to disrupt traditional approaches to philanthropy?

Are you committed to mainstreaming an anti-oppression lens in philanthropy?

Are you motivated to co-create campaigns that tap into the activist and changemaker in donors?

Then please keep reading, this role may be your next opportunity!

Learn more about YWCA Canada:

YWCA Canada is a leading voice for women, girls, Two-Spirit and gender diverse people. For 150 years, we've been at the forefront of a movement: to fight gender-based violence, build affordable housing and advocate for workplace equity. We work to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives. Local YWCAs invest over \$258 million annually to support over 330,000 individuals across the nation. Today, we engage young leaders, diverse communities, and corporate partners to achieve our vision of a safe and equitable Canada for all.

www.ywcacanada.ca

https://twitter.com/YWCA_Canada
www.facebook.com/ywcacanada<<http://www.facebook.com/ywcacanada>.

The Digital Fundraising and Communications Officer will work as part of the Philanthropy team and in close collaboration with the Policy and Communications team.

Key Responsibilities:

- Assists in the development and implementation of a digital fundraising strategy to grow online giving with a specific focus on online donor acquisition – single gifts and monthly giving donors;
- Assists in developing and managing stewardship plans for online single-gift and monthly donors, in conjunction with the Director of Philanthropy and Philanthropy Officer;
- Builds queries, segments and analyzes data for reporting, identifying new growth potential and data trends;
- Tests digital fundraising strategies to determine the best approach for donor retention and acquisition;
- Increases acquisition of email subscribers and individual donors;
- Collaborates with other YWCA's teams to align and enhance digital fundraising campaign across our social media assets;
- Coordinates with external partners assisting with content creation. Manages timelines for each campaign to ensure they meet deadlines;
- Identifies opportunities to increase revenue and researches potential new funding streams mainly via digital channels;
- Identifies and implements necessary improvements to the website and donation system to increase online giving;
- Monitors and reports on digital fundraising donor acquisition and retention, and all digital fundraising campaigns;
- Develops, administers and synthesizes results of our digital donor surveys;
- Works with the Philanthropy Officer to ensure donor data is captured accurately in our donor relationship management system;
- Applies best practices and follow policies, regulations and digital and privacy laws;
- Develops and creates content for YWCA Canada's digital platforms, including website and social media channels as it pertains to fund development, stewardship and donor acquisition;
- Develops digital media materials to support fundraising and communications work, including design and production of short videos, infographics, multimedia materials, etc.;
- Collaborates with the Communications team to gather content for fundraising

- appeals, e- newsletters and digital stewardship;
- Connects directly with various stakeholders to arrange for interviews, content, video and photo opportunities;
 - Edits content to ensure messaging is compelling, and it meets YWCA Canada messaging guidelines;
 - Monitors and manages YWCA Canada's social media assets and website as it pertains to reporting and metrics making use of Google Analytics and other similar tools;
 - Performs regular website maintenance –updates and formats content, creates new pages, monitors for bugs/performance issues;
 - Executes on Google analytics and overall social media tracking and reporting;
 - Produces campaign reports and donors lists for divisions regularly and as requested;
 - Assists the Philanthropy team with the day-to-day relationship building with external stakeholders relating to digital fundraising (including corporate partners – digital stewardship-, potential funders, developers, web and donation platform providers, tech support);
 - Supports in the identification of funding and grant opportunities for YWCA Canada core work in conjunction with other team members;
 - Assists the Philanthropy team with fundraising and communications tasks as and when required;
 - Provide back up to the Philanthropy Officer as needed;
 - Other duties as assigned.

Qualifications:

- Post-Secondary Education: Diploma / Degree in Marketing / Communications / Fundraising / Digital Sales or related field;
- 3-5 years of experience in social media management and digital fundraising;
- Demonstrated experience in digital content creation, including the development of multimedia content including video, image and editing skills;
- Demonstrated experience in digital campaign deployment and advertising using Facebook, Google Ads and other social media and digital platforms;
- Advanced working knowledge of social media platforms and scheduling tools such as Twitter, Facebook, YouTube, Pinterest, Instagram, LinkedIn, Hootsuite, etc.;
- Demonstrated experience using WordPress, Office, HTML, and Adobe suites, Google Analytics, SEO, Canva, etc.;
- Strong knowledge of current and developing online fundraising strategies, social media, mobile and new technologies;
- Experience developing and implementing a digital strategy, including content development for fundraising purposes or equivalent (digital marketing for revenue generation);
- Strong analytical skills;
- Exceptional writing, editing and presentation skills in English and French knowledge is considered an asset;

- Strong interpersonal and collaboration skills;
- Ability to lead projects to meet expected outcomes on time;
- Knowledge of donor relationship management systems;
- Proven ability to maximize existing income streams and identify potential new fundraising opportunities;
- Ability to prioritize and manage multiple tasks;
- Graphic design experience is an asset

Please submit your resume and cover letter **quoting posting # YWCA-012B-21** to Careers@ywcacanada.ca by **Sunday, September 26, 2021**. We thank all candidates for applying, only those applicant's moving forward in the recruitment process will be contacted.

Should you require accommodation during the recruitment process please contact shanks@ywcacanada.ca.

Please visit www.ywcacanada.ca and <http://www.feministrecovery.ca> for more information.

The successful candidate will be committed to working from an anti-oppression, intersectional feminist perspective. We encourage women from racialized and/or newcomer, gender diverse, non-binary and/or gender fluid, 2SLGBTQIA+ First Nations, Métis and Inuit, immigrant, refugee, BIPOC, and people living with disabilities to apply.