

## Programs, Fundraising & Communications Officer

Ethiopiaid Canada is an international development organization which opened its doors in 2009 with a small staff and big ambition. Our vision is an Ethiopia where every person has the opportunity to live a healthy and productive life. Ethiopiaid is based in Ottawa and raises funds to support several local partner organizations across Ethiopia. We support projects ranging from maternal health, FGM and women's rights, to education, disability and disaster responses. It is our aim to see an Ethiopia without preventable poverty, in which every person enjoys the right to quality education, healthcare and a life of dignity.

Ethiopiaid is developing plans to grow and diversify our income in the coming years. It is an exciting time to be joining Ethiopiaid as we look to the future.

### **Outline and Purpose of Role**

This role will report to the Executive Director and you will work closely with the Board of Directors and volunteers to ensure that all income streams, existing and new, are managed appropriately and effectively. You will be responsible for making sure that our administration processes run smoothly, that donor records are accurate, and that our supporters are communicated with and thanked properly. You will be responsible for ongoing communications with regular and new donors. You will assist the ED with various communication tasks, including website management. You will also assist the ED in managing and overseeing programs and maintaining robust relationships with local partners.

To be successful, you will have a solid fundraising background and strong administrative skills, with proven experience of setting up and maintaining systems and managing complex processes.

This is an essential role in a small but very effective team at Ethiopiaid. The successful post holder will need to have the ability to take the initiative and be hungry to learn and develop. For the right candidate this is a great opportunity to make the role your own, have an immediate impact in the team and learn more about fundraising.

### **Main areas of responsibility:**

#### Fundraising

- Explore and solicit donations from individuals, foundations, corporations and governments

- Assist with drafting and maintaining organizational fundraising strategy and identifying revenue diversification opportunities
- Analyze results and implement best practice for fundraising, donor stewardship, and relationship cultivation
- Direct mail:
  - Plan and execute multiple Direct Mail and online appeal campaigns each year from conception to completion (content, design, list creation, liaison with printers and mailing)
- Donor stewardship:
  - Plan and execute donor stewardship activities, including welcoming new donors, thanking donors, and supporting monthly, major, and legacy donors.
  - Create and manage tailored programs to nurture key donor segments
- Grants, foundations and institutional donors
  - Research and identify grant and institutional fundraising prospects
  - Lead or support grant or institutional fundraising applications
  - Source and recruit experts, consultants, and partners for consortium proposals
- Revenue diversification
  - Support the Executive Director to explore and pilot revenue diversification and donor acquisition strategies
- Plan and execute events, including donor appreciation and community events
- Donor administration
  - Promptly process and deposit donations
  - Support the management of the donor database (Salesforce), maintain accurate donor records, update communications preferences and ensure data integrity
  - Thank donors, promptly send tax receipts, and respond to donor correspondence, queries and complaints (email, phone, letter, or in-person)
  - Analyze and report on fundraising revenue results, ROI, and pilot outcomes

## Communications

- Support the development of an overall communications strategy and plan
- Produce engaging and robust communications content for digital and traditional outlets
- Update, manage and enact the organization's social media plan across multiple platforms (Twitter, Facebook, Instagram, website blog)

- Plan and produce monthly donor E-Newsletter and bi-annual mailed newsletter
- Plan and produce Ethiopiaid Canada's Annual Report (print and digital)
- Manage and update content on Ethiopiaid Canada's website and contribute to site redesign
- Act as a liaison between our office and our partners in Ethiopia

## Programs

- Communicate regularly with partners in Ethiopia to maintain strong relationships, obtain programming and situation updates, and understand partners' needs
- Monitor news sources relating to Ethiopia and communicate with partners regarding any issues that may impact them or our programs
- Support Monitoring and Evaluation, including monitoring timely program reporting and reviewing partner reports on programming activities
- Engage with partners to collaboratively design potential new programs and activities relating to upcoming funding opportunities
- Support the Executive Director to identify and evaluate new partners

Other tasks as required, including but not limited to:

- Volunteer Management and Engagement
- Support organizational administration, including attending Board Meetings, ensuring accurate record keeping, and performing various administrative tasks such as filing and general office duties
- Support the Executive Director with monitoring income and expenditure budgets and reconciliation of income
- Other duties as required

## **Qualifications and experience**

### **Essential**

- Two to five years of experience of working in a fundraising position
- Experience applying for small and large scale grants
- Strong and demonstrated experience in fundraising
- Strong and demonstrated experience in communications
- Experience of, or an interest in, International Development and the charity sector more broadly
- Good knowledge and understanding of Microsoft Office, Google suite and Sharepoint
- Experience in website and social media management

- Ability to seek new opportunities and think on your feet
- Ability to multi task and juggle multiple priorities
- Excellent written and verbal communication skills
- Attention to detail
- Proven ability to manage relationships and work with a range of people

**Nice to have:**

- Familiarity with Salesforce
- Experience of, or an interest in, developing charity content for social media
- Experience in gift processing, tax receipting, etc.
- French would be an asset
- Graphic Design experience

**\*Please note that the position will be open until the most suitable candidate is found.**

Salary range: \$52,000-\$55,000

To apply, please email your resume and cover letter to [kristin@ethiopiaid.ca](mailto:kristin@ethiopiaid.ca)