



JOB OPPORTUNITY: DONOR ENGAGEMENT COORDINATOR

ORGANIZATION OVERVIEW

About Us: Sierra Club of British Columbia Foundation is a non-profit environmental organization whose mission is to support people stewarding abundant ecosystems and a stable climate, while building resilient, equitable communities. Our vision is of a healthy, life-sustaining planet, where humans respect the dignity and interdependence of all living beings; and our overarching goal is to uplift grassroots-led change in response to the climate emergency and ecosystem collapse. To do this, we engage with and learn from diverse communities and knowledge systems, including communities most impacted by the ecological challenges we all face. In particular, we are committed to learning from the governance systems of the Indigenous nations on whose territories we live and work. To learn more, visit www.sierraclub.bc.ca

ABOUT THE ROLE

The Donor Engagement Coordinator works closely with the Communications Manager and the Manager of Donor Engagement to ensure the implementation and execution of annual giving initiatives and fundraising objectives. You have an impeccable eye for detail and passion for data hygiene, while also understanding the soft skills required for fundraising. Acting as the primary “super-user” of our CRM Salesforce, the Donor Engagement Coordinator is responsible for accurate recording of information and reporting for donors, supporters, and funders.

You hold compelling communication and marketing skills, and act as the primary writer for e-appeals, direct mail, and telephone engagement with donors and supporters. You will be responsible for acquiring new prospects, converting leads to donors, stewarding existing members and reactivating lapsed donors. You hold the additional responsibility of coordination of several member engagement events throughout the year. This is a full-time (37.5 hours/week) position based in Victoria, BC. Some weekend and evening work is required. Valid BC driver's license and access to a vehicle is an asset.

PRIMARY RESPONSIBILITIES

- With the support of the Manager of Donor Engagement, implement and analyze the effectiveness of the annual giving plan; Is this a position that I supervise or are they a Manager that reports to Hannah?
 - As part of a team, plan, write, and deliver fundraising appeals including mailings, e-appeals, social media ads, telemarketing, peer to peer and event fundraising;
 - Manage the Salesforce CRM and associated apps (Causeview, Campaign Monitor, etc.)
 - Generate reports for tracking revenue targets and reconciling with Finance department;
 - Ensure that data in Salesforce is clean, accurate, and current.
 - With the Donations Processing Assistant, ensure that tax receipts are issued in a timely manner, including annual receipting of recurring donations;
 - With the Manager of Communications, design and implement a donor journey framework to move digital supporters along a ladder of engagement;
 - Act as the lead Sierra Club BC representative at Greater Victoria Acting Together;
 - Create and execute effective donor acquisition,
 - Create and execute effective donor recognition, and stewardship strategies;
 - Work with the Manager of Communications to development fundraising materials;
 - Coordinate an annual calendar of member engagement events;
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QUALIFICATIONS AND EXPERIENCE

- Professional certification in fundraising, marketing, communications or similar field and at least 2 years of fundraising experience or equivalent;
- Demonstrated copywriting ability for fundraising purposes;
- Working knowledge of current and evolving trends in online and offline fundraising;
- Strong understanding of environmental issues in BC;
- Demonstrated experience in event management;
- Database experience (Salesforce, Campaign Monitor, Causeview an asset);
- Strong computer skills including CRM, EMS, Word, Excel, project tracking and file management;
- Ability to design, implement and direct multiple projects, setting deadlines and ensuring program accountability;
- Ability to define and communicate a compelling and inspired narrative;
- Comfortable speaking with donors on the phone and in person;
- Comfortable acting as a Sierra Club BC representative at public events;
- Ability to maintain confidentiality with sensitive information;
- Ability to set and meet fundraising objectives, evaluate results and develop corrective strategy as required;
- Superb communication and presentation skills, ability to motivate supporters to take action by donating;
- Ability to deal with difficult situations and remain calm under pressure.
- Strong understanding of environmental issues in BC.
- Commitment to justice, equity, diversity and inclusion.

COMPENSATION

- Salary will conform to Sierra Club BC's salary grid. Current salary range of \$23.35-\$28.57 per hour.
- We offer a generous vacation allowance and a solid benefits package.
- Complete flexibility to set one's own schedule.
- Three weeks of paid vacation over one year.
- Opportunities for professional development and training.

HOW TO APPLY

- Interviews will take place on a rolling basis until a suitable candidate is found.
- Submit application with the words "Application for Grants Coordinator" in the subject line to lynn@sierraclub.bc.ca
- Do not include your name or address anywhere in your cover letter or resume; please add these on a separate page following your cover letter and resume to ensure a blind evaluation process.
- Preferred start date is early February, 2020.

No phone calls please. Only those candidates that are short-listed will be contacted. Sierra Club BC is an equal opportunity employer. We encourage women, people of Indigenous ancestry, people of colour, LGBTQQIP2SA individuals and members of other diverse communities to apply for careers with our organization.