



Aga Khan Foundation Canada

**Resource Development Officer - Recurring Giving
OTTAWA, ON**

Aga Khan Foundation Canada (AKFC) is a non-profit international development agency, working in Asia and Africa to find sustainable solutions to the complex problems causing global poverty. AKFC concentrates on a number of specific development challenges in health, education, rural development and civil society. In Canada, AKFC raises funds, builds partnerships with Canadian institutions, and promotes discussion and learning on international development issues. Established in 1980, AKFC is a registered Canadian charity and an agency of the worldwide Aga Khan Development Network.

The Position

As part of an exciting effort to grow its reach and impact in international development, AKFC is launching a recurring giving donor program. A crucial part of the Resource Development team, reporting into the Chief Operating Officer & Director of Resource Development team, the Resource Development Officer will be responsible for overseeing and managing the planning and execution of AKFC's recurring giving program. She/he will be involved in all aspects of the program, and crucial to the program's success - contributing to the strategic planning process, managing program operations and relationships and overseeing creative execution.

To successfully launch and run this new and exciting program, we are looking for someone who is ambitious, innovative, detail-oriented and self-reliant. The ideal candidate will be excited about owning their own stream of work at AKFC. They will be resourceful, as they navigate the roll out, testing, data collection and iterations of the program. Most of all, they should be proud as they manage the program through its scale and success.

Key Responsibilities

Project management and operations

- Timelines - responsible for pushing the team to meet the agreed upon deadlines for program rollout, content updates and reporting / approval processes
- Budget - responsible for managing the budget, delivering the program in accordance with approved, outlined budget, soliciting quotes, tracking expenses
- Reporting - together with internal teams, contributing to reports: financials, expenditures and revenue side, donor feedback

Program design - acquisition and stewardship

Contribute to program design / strategic planning for recurring giving, including:

- Consumer segmentation / targeting for roll out, testing and ongoing acquisition
- Testing mechanics - Assist in developing the testing and launch plan for 2018 rollout of recurring giving program.
- Provide input to the development and implementation of strategies, tools, and tactics for increasing number of recurring giving donors.
 - This includes market testing different strategic language and creative content.
- Develop effective online and offline marketing materials to promote a range of AKFC events and activities to diverse Canadian audiences.
- Iterate and innovate on traditional recurring giving tactics and programs.

Content management

- Content creation / planning for testing phase, as well as managing process for collecting ongoing content throughout program.
- Responsible for planning and collecting all content going out to donors in stewardship effort once they enter the recurring giving program
- Contribute to creative content development for a range of donor assets

Vendor management

- Manage internal and external relationships, including external vendors and internal resources: content creation, fulfillment, media buying / planning, data management

Other

- Stay up-to-date on latest technologies, trends and best practices in recurring giving and with AKFC programming.
- Prepare planning materials, such as concept notes and statements of work, and contribute to reporting cycles.

The Resource Development Officer will work in close collaboration with other members of the Resource Development team, as well as the Public Affairs including Content and Digital and Program teams.

Qualifications

Academic background and experience

- A degree in international relations, fundraising, communications, journalism, marketing, media, public relations or a related field.
- A minimum of five (plus) years related experience in traditional and/or digital acquisition for direct / recurring giving, including:
 - Content and messaging creation
 - Tailoring giving propositions
 - Understanding of testing mechanics for determining best content / messaging
 - Interest and appetite in understanding / willingness to test new tactics and channels to acquire and retain donors

- Experience with digital marketing and fundraising including social media advertising, email, website design and optimization and related analytics
- Experience with Raiser's Edge or other similar CRM
- Strong understanding of data based marketing decision making.
- Excellent written, verbal and visual communication skills in English.

Knowledge

- Program design, acquisition tactics (digital / social savvy)
- Interplay between traditional and digital tactics - following up with phone and sequencing events.
- Design, implement and manage sophisticated acquisition and stewardship.
- Grasp of different compelling tactics / messages for consumer propositions

Abilities

- Ability to work as a self-starter and manage all details of launching a new product.
- Excellent organizational skills and ability to manage multiple projects simultaneously as part of a high-performing and productive team.
- Adherence to deadlines.
- Excellent interpersonal skills and ability to work well with others. Solutions-oriented

Assets

- Bilingualism (French and English)
- Knowledge of creative content development and production
- Knowledge of the work of the AKDN
- Knowledge of development context in Africa and Asia
- Experience managing external consultants

Some irregular working hours are required.

Candidates selected for an interview will be given a writing test.

Qualified applicants should submit a cover letter, resume and the names and contact information of three professional references via email to:

hr@akfc.ca

Subject line: RD Officer - Recurring Giving

Application deadline is February 28, 2018

To learn more about us, please visit our website at: www.akfc.ca

Thank you for your interest. Only those selected for further screening or an interview will be contacted.

AKFC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.