

LOFT Community Services is committed to reflecting and responding to the diversity of the service users and communities we serve. Applications are encouraged which indicate diversity in culture, race, sexual orientation, gender identity and experience that reflects the clients we serve.



## **DEVELOPMENT MANAGER – ANNUAL GIVING**

1 Full Time Position - 7 Month Maternity Leave Contract

**DATE:** January 29, 2019

**LOCATION:** Toronto, ON

LOFT Community Services is a unique and dynamic organization helping people with complex challenges turn their lives around and recover their dignity and independence. LOFT works with people living with complicated issues that include mental and physical health, substance abuse, poverty and homelessness. With an operating budget of \$34 million, over 1400 units of supportive housing and serving over 6,000 people a year, LOFT is one of Ontario's largest mental health service providers and a leader in community-based services for people most in need.

### **JOB SUMMARY**

Reporting to the Senior Director of Development & Communications, the Development Manager, Annual Giving will be a key member of the development team with the shared goal of galvanizing supporters and growing annual revenue to fund the innovative services that will transform the lives of LOFT clients.

The primary focus of this position will be the planning and execution of integrated stewardship and cultivation campaigns to grow annual giving (OTG and monthly) using direct mail, email marketing and social media in partnership with key stakeholders. This is a hands-on role and will play a major role in the nurturing and maintaining of strong donor relationships.

*Note: This position will require occasional travel to LOFT programs in Toronto, York Region and South Simcoe, and attendance at occasional events and other activities outside of business hours.*

### **KEY RESPONSIBILITIES**

- Develop and execute seasonal direct mail appeals, using emotive stories to drive response and ensuring all direct mail initiatives are printed/produced and approved according to Canada Post mailing standards.
- Develop and deploy all fundraising email appeals through Luminate Online, ensuring proper execution of related donation pages and performance tracking.
- Develop relevant social media content to build engagement and brand awareness.
- Develop and execute a monthly giving program in order to maximize revenue targets.
- Monitor and evaluate the performance of annual giving campaigns by effectively utilizing reporting tools in The Raiser's Edge, Luminate Online and Google Analytics.
- To manage the content and technical aspects of the website, including ongoing website development, website traffic tracking through Google suite of analytics.

### **QUALIFICATIONS**

- Minimum 4 years' experience in a similar fundraising or marketing role, preferably non-profit.
- Strong aptitude and proven experience with The Raiser's Edge.
- Working experience using social media and online fundraising/donor communications platforms including Luminate Online/Convio.
- Proficiency in MS Office suite and a working knowledge of Adobe InDesign, Photoshop, WordPress and basic HTML preferred.
- Well organized and detail oriented.
- Post-secondary diploma/degree in fundraising or related discipline is desirable.

- Strong spoken and written communications skills in English, with the ability to communicate clearly and concisely in a mature and professional manner.
- Proven ability to work both independently and as part of a team.
- A driver's license would be an asset.

**TO APPLY:** Send your Resume and Cover letter to: **Email:** [hr@loftcs.org](mailto:hr@loftcs.org)

**CLOSING DATE:** Friday February 22, 2019 by 5:00 pm

**PLEASE INCLUDE "DEVELOPMENT MANAGER, ANNUAL GIVING" IN THE SUBJECT LINE OF ANY EMAILS.**