



**Join the team!**

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Calgary Humane Society (CHS) is a dynamic, non-profit organization whose mission is:  
**Protect Animals. Support People. Create a More Humane World.**

As an organization, we value Compassion, Commitment, Courage, and Collaboration and we take pride in fostering an open, inclusive, creative, and supportive environment.

If your beliefs and values align with ours, we welcome you to apply for any open positions we have on our team.

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**Position Title:**

## **Annual Giving Manager – Full Time**

**Monday to Friday | 37.5 hours per week**

Reporting directly to the Director of Philanthropy and Fund Development, Calgary Humane Society's (CHS) Annual Giving Manager's primary role will be to engage our community to support CHS's mission and vision. This person is responsible for developing strategies to encourage people to contribute to our efforts and create impact in a compelling and seamless manner. Success will be achieved by turning readers and followers into committed donors and supporters with the key success indicator being growth of revenue from annual donors.

The ideal candidate for this new role is a goal oriented direct marketing and digital practitioner who has experience designing and executing annual giving strategies that succeed in engaging supporters, retaining supporters, and generating revenue. By developing a deeper level of engagement with the Society's existing community of volunteers, foster parents, adopters, and supporters, the Annual Giving Manager will create an opportunity to make a mark in the field of direct response marketing, digital engagement and fundraising, and deliver meaningful impact in animal's lives.

**Donor Engagement and Portfolio Management/Support:**

- Execute the annual donor direct marketing and development initiatives, to increase net income by cultivating donors through proactive and planned channels and propositions.
- Oversee CHS's annual portfolio, engaging, cultivating, and soliciting individual gifts through campaigns.
- In collaboration with other members of the Philanthropy team, assist in the development, and provide input into CHS's data driven donor retention strategies for annual, mid-level and monthly donor portfolios working to upgrade and convert existing donors to higher giving levels where appropriate.
- Lead the development and execution of fundraising campaigns aimed primarily at cultivating and soliciting support from CHS's portfolio of annual donors and prospects.

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- Oversee the Annual Giving team with messaging development, design and processes for annual donor communications and engagement.
  - Work collaboratively with the Communications department to execute digital marketing and direct response campaigns.

**Job-Specific Responsibilities:**

- Campaign coordination and strategy: knowledge of fundraising campaign planning and execution; ability to use this knowledge to build annual campaign appeals across a variety of channels, tailored to CHS's audience.
- Prioritize stewardship best practice: develop donor onboarding journeys and ensure consistent stewardship processes for donors in the annual giving portfolio. Collaborate with team members and vendors to ensure timely donation processes and fulfillment; strong detail orientation ensuring consistent and elevated donor care.
- Working with the Development Associate, develop and support the ongoing delivery of meaningful donor communications.
- Relationship building and vendor management: exceptional interpersonal and communication skills, with the ability to build excellent working relationships with donors and colleagues.
- Attend regular check-ins and meetings to review program performance and to support improvements from vendor partners.
- Work alongside fundraising colleagues and other CHS departments to ensure campaign integration and cross-departmental collaboration.
- Plan and execute key marketing activities including direct mail, monthly giving, lottery and digital campaigns with a focus on retaining, upgrading, renewing and acquiring new mid-level donors.
- Oversee the timely and accurate provision of data to vendor partners in order to carry out campaigns, considering appropriate audiences and segmentation, coding and tracking.
- Create data-based strategy with the goal of retaining, converting, and increasing revenue from CHS's community supporters.

**Core Competencies:**

- Planning and Organizing: Follows up, plans activities and sets priorities related to the Annual Giving portfolio, including but not limited to managing Direct Mail and Email marketing campaigns.
- Strategic Goal Setting: Sets ambitious and realistic goals related to the Annual Giving Portfolio, specifically around projecting annual portfolio revenue, building strategies for revenue growth and donor retention.
- Executing: Acts in complicated and critical situations when related to the Annual portfolio, including but not limited to campaign development.
- Collaboration and Teamwork: Ability to lead the annual giving team to successfully achieve their goals, and a willingness to take on tasks that are outside of normal duties when other team members or departments require support, including assisting with the care and enrichment of shelter animals.
- Self-motivated, growth mindset, resilient and committed to achieving established goals and objectives in service of mission.



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### **Position Requirements:**

- 4+ years' experience working in a fundraising/not-for-profit environment, (specifically direct mail, email, telemarketing and other digital channels).
- Previous management experience leading a team in a fast-paced environment with competing priorities to drive results.
- Proficiency with database management and using CRM donor database (NXT experience is an asset).
- Exceptional verbal and written communication skills.
- Experience working with committees, volunteers, donors, and sponsors.
- Flexibility to work outside of regular business hours to attend meetings and events.
- Genuine interest in animal welfare and alignment with CHS values.
- Comfortable with, and physically capable of working with, and safely handling, a variety of animal species including but not limited to dogs, cats, reptiles, birds, and rodents.
- Successful candidate will be required to provide a criminal record check to be arranged by CHS.

### **Annual Salary:**

Salary commensurate with experience and education.

### **Benefits & Perks:**

- 100% employer paid health and dental benefits for employees and their dependents.
- Annual Wellness Spending Account.
- Vision coverage.
- Paid vacation, sick time, wellness days, and paid day off on your birthday.
- Matching RSP.
- Professional development opportunities.
- Discounts on CHS products and services, including adoption fees.
- Access to Employee and Family Assistance Program.
- Access to reduced rate counseling services.
- A commitment to accessibility and accommodations for different needs.

**Closing date:** Tuesday, July 23<sup>rd</sup>, 2024

We encourage applicants from diverse backgrounds to apply. Please submit your cover letter and resume, indicating the job title in the subject line, to [careers@calgaryhumane.ca](mailto:careers@calgaryhumane.ca)

***We thank all applicants for their interest however only those selected for an interview will be contacted. No phone calls please.***