



### **Job Posting – Manager, Community Engagement (Monthly Giving)**

**Closing Date:** March 22, 2019  
**Organization:** Right To Play International  
**Department/Division:** Canadian National Office  
**Work location:** Toronto, Canada  
**Authorized to work in:** Canada (i.e., Canadian citizen or permanent resident)

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#### **BACKGROUND:**

Right To Play is a global organisation that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child’s life, we help 1.9 million children each week to stay in school and out of work, to prevent life-threatening diseases like HIV and malaria and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play is headquartered in Toronto, Canada and has operations in 22 countries across North America, Europe, the Middle East, Africa, and Asia.

Visit us at [www.righttoplay.com](http://www.righttoplay.com).

#### **POSITION SUMMARY:**

Right To Play’s (RTP) Canadian National Office (CNO) is a busy hub, generating funding of \$8.5M annually for RTP’s programs, and providing crucial support in advancing our vision of protecting, educating and empowering children to rise above adversity through the power of play. The Community Engagement team is responsible for raising \$1.5M in 2019 from various revenue streams, including Mass Market, Schools, Athletes and Sports Partnerships.

Reporting to the Director, Community Engagement, the Manager, Community Engagement is a critical member of the CNO fundraising team. This individual will work alongside the Director to lead the overall growth strategy and solicitation efforts related to Mass Market giving channels, including a fast-growing monthly donor portfolio. This fundraising position will design and deliver strategies and systems to cultivate revenue and donor retention through a variety of initiatives including (but not exclusively): our monthly giving program, online appeals, tribute giving, and third party giving channels.

Central to the success of this portfolio, the Manager, Community Engagement will be responsible for two direct reports, the Donor Relations Coordinator and Assistant. Strong leadership skills are required as this team will support the planning, implementing and growing of our monthly donor portfolio through Face to Face and digital acquisition channels. This position will be instrumental in the oversight and management of key relationships with external vendors in reaching the goals for the Mass Market portfolio.



Working collaboratively with other members of the CNO, the Manager is responsible for building and executing Right To Play's Mass Market programs, which are set for significant growth over the next 1-2 years.

**QUALIFICATIONS:**

**EDUCATION/TRAINING/CERTIFICATION:**

- Relevant 4-year undergraduate degree or college equivalent; post-secondary diploma/degree in fundraising/CFRE certification preferred

**EXPERIENCE/SKILLS/ATTRIBUTES:**

- Minimum of five (5) years in a fundraising role demonstrating progressive career growth
- Experience in leading and mentoring teams to achieve goals and objectives
- Managing a complex workload with competing priorities and an ability to delegate tasks appropriately
- Running a marketing program recruiting a significant number of monthly donors
- Tracking KPI's, growing revenue and number of donors
- Working with external vendors to develop and execute fundraising campaigns
- Interacting with a wide variety of stakeholders that represent the portfolio
- Project and budget management experience
- Planning and delivery of digital fundraising campaigns
- Excellent interpersonal and communication skills, with ability to lead teams, present publicly, and build strong relationships
- High degree of professionalism, results-driven and self-motivated, with ability to take initiative and adapt quickly in a fast-paced environment
- Strong time management skills and detail oriented with ability to prioritize multiple responsibilities while able to delegate tasks when needed
- Solid understanding of fundraising software such as MS CRM or Raiser's Edge
- Experience working with an international non-governmental organization (INGO) an asset

**LANGUAGES:**

- Fluency in oral and written English required; knowledge of French an asset

**OTHER:**

- This role will require travel locally approximately 10% of the time. Occasional weekends and evenings are also to be expected.

**PRIMARY RESPONSIBILITIES:**

**Job responsibility #1: Monthly Giving (70%):**

- With leadership from Director, Community Engagement, and VP Philanthropy assist with the management of all core monthly giving initiatives
- Lead on existing and new external vendor relationships related to the monthly giving portfolio
- Provide guidance, direction and support to Donor Relations Assistant to ensure best in class donor stewardship



- Provide guidance, direction and support to Donor Relations Coordinator to track and measure all aspects of vendor success/challenges
  - Develop, test, and roll out acquisition campaigns to acquire new monthly donors in a cost-effective way through external vendors and other channels as appropriate; develop strategies for converting existing donors to monthly donors, and establish systems to reactivate cancelled monthly donors
  - Engagement & Retention: Support Donor Relations Coordinator, Monthly giving to develop, test, and implement monthly donor segment cultivation and retention strategies
  - Reporting: In conjunction with the Finance team, develop a monthly giving dashboard and provide management reports on program/testing effectiveness, tracking ROI and other key measures re: monthly donors and their giving, consolidating monthly financial giving across multiple channels
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### **Job responsibility #2: Lead and Support Mass Market Fundraising Campaigns (25%):**

- Collaborate with Director, Community Engagement to define strategy of identifying, researching, qualifying, tracking, managing, and stewarding Mass Market initiatives
  - Serve as development lead for the follow Mass Market campaigns:
    - Annual Giving (Online Appeals)
    - Tribute Giving
    - Third Party Giving Channels
    - Unsolicited gifts of <\$1000
  - Identify opportunities and monitor industry trends to grow current, and develop new, mass market fundraising initiatives
  - Support Donor Relations Coordinator to develop and implement relationship management strategies and timelines for stakeholders within our Mass Market campaigns
    - Deepen engagement of donors through effective use of sophisticated donor journeys (in collaboration with the Communications team)
  - Partner with the Finance and Communications teams to maintain an efficient stewardship process to ensure donors receive personalized and timely communication and acknowledgment
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### **Job responsibility #3: Other Responsibilities as Required (5%):**

- Key participant with respect to annual and strategic planning and operational execution at the CNO
  - Attendance at all Right To Play signature fundraising, stewardship and cultivation events
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### **WHO YOU ARE:**

As a highly driven, results oriented ‘hands-on’ fundraiser you are accountable to the ambitious goals that you set for yourself and can keep your team and partners moving towards those goals. You value diversity in thought, enjoy learning about various aspects of fundraising and are always working to improve the donor experience and retention rates. Your strategic planning and critical thinking skills fit perfectly with your determination and can do



attitude. You are open, honest and transparent in the work you do and care about making a difference to children in Canada and around the world.

**WHAT YOU'LL GET:**

The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. We offer a competitive salary and benefits package including Group RRSP Plan with 3% matching contributions, gym membership, flexible work policy (e.g. work from home and flex hours) and summer/winter hours.

**Target Start Date:** April 2019

**Contract Duration:** Full time

**HOW TO APPLY:**

If you are interested in applying for this position, please send your resume and cover letter to [careers@righttoplay.com](mailto:careers@righttoplay.com) and kindly include “Manager, Community Engagement” and your name in the subject line. Please indicate your salary expectations in the cover letter.

While we thank all applicants for their interest, only those selected for interviews will be contacted. Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory Vulnerable Sector Screening as a condition of employment.**

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at [careers@righttoplay.com](mailto:careers@righttoplay.com).

To learn more about who we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com).

