



ONTARIO SPCA
AND HUMANE SOCIETY • PROTECTING ANIMALS SINCE 1873



Employment Opportunity

The Ontario Society for the Prevention of Cruelty to Animals (Ontario SPCA) is a registered charity with a Provincial Office in Newmarket and supports over 50 communities throughout Ontario. The following full-time opportunity is available at the Provincial Office near Newmarket, Ontario.

Manager, Digital Peer to Peer Fundraising ***Full Time Position***

POSITION SUMMARY

To manage the development, planning and strategic execution of the Society's award winning provincial Peer to Peer Fundraising events such as National Cupcake Day for SPCA's and Humane Societies and the Friends for Life! Walk

RESPONSIBILITIES

- Manage all aspects of the Society's Provincial Peer to Peer Campaign functions, including developing and executing provincial strategies and project timelines
- Develop and update event content, pricing, digital participant e-communications and stewardship through deploying emails and managing constituents' (participants and donors) experiences and outcomes.
- Experience with Blackbaud/Convio's Luminate and Teamraiser platform
- Campaign website updates, developing and updating digital and print marketing materials with Research incentive programs for participants for the peer to peer programs like the Walkathon and Cupcake Day or other programs as they are developed and launched
- Support and steward relationships with new and existing Provincial Campaign Sponsors to assist with their 'in-house' or customized fundraising programs that support the Ontario SPCA and/or its affiliated communities
- Working with provincial 3rd party vendors to develop & deliver 'best in class' program/campaign print & digital assets to allow for ease of stakeholder use and success
- Provide guidance and support to the Provincial Education & Animal Centre's (PEAC) Community Development Coordinator on implementing community fundraising driven special events including premiere events like the PEAC Friends for Life! Walk and GTA Cupcake Day events
- Post-campaign analysis identifying key metrics and strategy for future provincial campaign roll-out and delivery to Ontario SPCA Animal Centres and Affiliate Communities across the province
- Develop and deliver other specific campaigns and/or projects assigned throughout the year
- Further develop key identified markets in Ontario with the delivery of campaign events in these markets
- Other duties as assigned

QUALIFICATIONS

- 3-5 years experience in coordinating or managing Provincial or National Peer to Peer Events, preferably with experience using Blackbaud (, Convio –Luminate Teamraiser or experience with Artez, Friends Asking Friends, AKARaisin, Sphere platforms)
- Ability to work under pressure, handle competing deadlines, respond promptly to a variety of requests to various stakeholders and team members both internal and external
- Proven project management experience with superior organizational skills
- Preferred college and/or university degree or an equivalent combination of education or experience; post-graduate certificate in event planning, fundraising or public relations an asset
- Demonstrated execution abilities with a proven track record of successful special events
- Commitment to superior customer service and donor/community relations and inter-team communications and relationships
- Proven communication skills (verbal and writing) and strong interpersonal skills
- Ability to work effectively under pressure, to be part of a team, to be responsive and to meet deadlines
- Excellent problem solving skills
- Experience with complex databases and strong MS Office skills
- Valid Ontario Drivers License



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Employment Opportunity

If you are interested in this opportunity and have the above qualifications, please forward your resume with a covering letter including salary expectations by **November 4th, 2015** to:

Marc Ralsky
Director, Community and Donor Development
16586 Woodbine Ave., R.R. #3,
Newmarket, ON L3Y 4W1
Email: resumes@ospca.on.ca

***We thank all applicants for your interest in the Ontario SPCA however,
only those selected for an interview will be contacted.***