



## **EMPLOYMENT OPPORTUNITY**

### **SENIOR MANAGER, DIGITAL FUNDRAISING**

Location: Toronto, ON  
(With possibility to work remotely/hybrid in Canada)  
Date Issued: July 7, 2022

Operation Smile Canada is seeking a new **Senior Manager, Digital Fundraising** to join our staff team and take the organization to the next level of digital fundraising and marketing.

Operation Smile is a volunteer-delivered global medical charity that provides free, safe surgery and comprehensive care to patients with cleft lip and palate in 35 countries around the world. Operation Smile Canada raises funds from our donor partners who want to directly impact the lives of children living with cleft conditions and other facial differences. Our partners are as committed as we are to a world where health and dignity are improved through safe surgery.

We have a plan for the next decade to increase access to cleft and essential surgical care for one million patients in low- and middle-income countries. Achieving this goal requires more people caring for more patients in more places. It also requires us to broaden the awareness of our great brand and raise more funds from our diverse fundraising programs. You can learn more about Operation Smile Canada by visiting: [www.operationsmile.ca](http://www.operationsmile.ca).

#### **ABOUT THE POSITION**

Reporting to the Director of Development, this new position will be responsible for:

- Implementing a new digital strategy, designed to increase overall brand awareness, and top and middle funnel activity leading to effective donor engagement and giving strategies that enable OS Canada to help more patients in more places,
- Growing revenue from all digital activities, including but not limited to: organic and paid search, email marketing, display advertising, social, peer-to-peer fundraising, connected TV, etc...,
- Refining, re-engineering and implementing digital prospect and donor journeys,

- Developing reporting tools and systems to allow for digital fundraising goals to be set, results to be monitored and communicated in a timely manner, strategies to be evaluated, tests to be implemented and reported, and overall program progress to be monitored and evaluated,
- Keeping OS Canada current on developments in the digital space that affect our ability (positively and negatively) to track and analyse traffic (GA4 anyone!), results, communicate to appropriate audiences, and raise funds,
- Revising, updating and maintaining OS Canada’s website to increase user engagement and ensuring it is an effective digital tool for showcasing Operation Smile’s work, direction, impact, and most importantly a highly effective fundraising platform.

## **ABOUT YOU**

As the resident digital subject matter expert, you have the digital knowledge and expertise to guide and grow our digital fundraising and marketing programs. You know how to get the best from a digital agency to help implement strategies and boost all results. Your project management skills are well-honed, letting you effectively advance multiple projects with multiple partners/teams, and multiple deadlines. You have a solid understanding of online CRM databases and other digital tools that help you get your job done. You’re comfortable developing strategies that will raise more money for more global programs, and equally comfortable getting “into the weeds” to ensure data flows correctly so you can monitor, evaluate and communicate results. You’ve a solid enough background in digital fundraising to know what works and curious enough to ask the questions *What if? What else? What’s possible?* For you, status quo is never good enough, so you’re always improving your skills and knowledge. Staying current about digital trends, technology, software, vendors, agencies, and partners is second nature for you.

## **ABOUT YOUR SKILLS & TRAITS**

You have the skills and experience necessary to excel in this new role. A few of the key skills you possess include:

- Excellent written and verbal communications skills in English,
- Ability to manage staff, budgets, and vendor/contractor relationships,
- Excellent project management skills, including ability to drive momentum with internal and external resources,
- Ability to create and/or optimize processes to work more efficiently and effectively,
- Ability to analyze data, interpret results, extract insights, and draw conclusions, including determining meaningful tests that relate to achieving digital goals,
- Storytelling and campaign development that attracts new prospects and delights donors while adhering to brand standards,

- Ability to creatively translate storytelling into multiple mediums including developing the creative direction for digital video, graphics and display, email, social media posts and ads, etc., in a way that achieves the objective of each promotion,
- Proven ability in editing and/or copywriting to cultivate, steward, and inspire donors to action,
- Solid knowledge of email fundraising and marketing best practices relating to protecting deliverability, email design and format for user readability/accessibility, fundraising and engagement tactics, and optimizing calls to action.

## **ABOUT THE SALARY & BENEFITS**

The Senior Manager, Digital Fundraising is a full-time position with a salary range of \$70,000 - \$90,000. We offer a generous benefits package that includes health, dental, and matching RRSP contributions.

The location of work is our office in Toronto, or hybrid and flexible depending on the successful candidate. Given the nature and significance of this role, there is an expectation of at least 40% of the week working in our office (Dundas & University) if you're located within the GTA, or regular travel to Toronto if located outside the GTA.

## **HOW TO APPLY**

Please submit your resume and cover letter **together as one PDF document** to: [ca-careers@operationsmile.org](mailto:ca-careers@operationsmile.org). Please indicate where you saw this opportunity in your application letter and ensure the subject line of your email contains the position title: Senior Manager Digital Fundraising

Address your cover letter to:

Zak Bailey, CFRE  
Director of Development  
Operation Smile Canada

## **APPLICATION DEADLINE: FRIDAY, JULY 22, 2022**

Operation Smile Canada thanks all applicants in advance. Only those candidates selected for an interview will be contacted. Operation Smile Canada is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes, and work environment in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). We will be happy to work with applicants requesting accommodation at any stage of the hiring process.

Thank you for your interest in being part of our smile movement at Operation Smile Canada. We look forward to hearing from you. In the meantime, keep smiling - a child is counting on it!