**Partners In Health Canada - Job Description**

**Position Title:** Campaign & Fundraising Specialist
**Reports To:** Director, Development & Digital Strategy
**Location:** Toronto (Hybrid)

**Organizational Profile:**
Partners In Health (PIH) is a global health and social justice organization relentlessly committed to improving the health of the poor and marginalized. PIH partners with local governments to build capacity and works closely with impoverished communities to deliver high-quality health care, address the root causes of illness, train providers, advance research, and advocate for global policy change. In a world too willing to value one human life over another, PIH stands in solidarity with the destitute, the marginalized and the sick. We pursue a moral mission within a medical context: to provide the best health care to those who need it most. Partners In Health Canada was founded in 2011 and is based in Toronto. Visit www.pihcanada.org to learn more.

**Position Summary**
As the Campaign & Fundraising Specialist at Partners In Health Canada, you will play a pivotal role in driving our fundraising efforts by crafting compelling fundraising communications and implementing effective donor engagement strategies. You will lead the development and execution of fundraising emails and stewardship and retention initiatives to build authentic long-term relationships with donors and to maximize their support. Your expertise in fundraising communications, donor engagement, and strategy development and your strong writing and editing skills will be essential to your success in this role.

**Key responsibilities**
**Donor Engagement and Fundraising Communications (70%):**

- Lead the creation and execution of fundraising campaigns, including appeals and email sequences, to engage donors and achieve fundraising goals
- Craft compelling and persuasive fundraising emails tailored to different donor segments for retention, reactivation, and upgrades
- Manage monthly donor programs, including initiatives to increase monthly giving and upgrade existing monthly donors
- Liaise with colleagues at PIH's US coordination site to leverage organizational content for Canadian audiences
- Manage the organizational content calendar to ensure timely and relevant communication with donors across various channels
- Support outreach and communication with P2P hosts, ambassadors, and student-led fundraising initiatives
- Develop practical tools and templates for P2P fundraisers (toolkits, scripts, Canva templates, event guides) and ensure they align with campaign messaging

**Fundraising Strategy Development (30%):**

- Collaborate with the team to develop and refine fundraising strategies aligned with organizational goals and donor preferences
- Conduct research and analysis to identify emerging trends, best practices, and innovative approaches in donor engagement and fundraising communications
- Develop and implement new tactics and initiatives to enhance donor acquisition and engagement across giving levels, leveraging data-driven insights and industry benchmarks
- Utilize donor data and insights to inform communication strategies and personalize donor interactions
- Contribute to the strategy and development of peer-to-peer fundraising campaigns, including campaign structure, messaging, activation tactics, and evaluation metrics

**Preferred Experience and Qualifications**

- Bachelor's degree in marketing, communications, fundraising, or a related field
- 3 –6 years of relevant experience in direct marketing, with demonstrated success in achieving growth
- Critical thinker and self-starter with strong research and information-gathering skills
- Ability to adapt writing styles for various audiences and communication channels
- Comfort working with data and data management systems; experience with Salesforce, Pardot, and Fundraise Up are significant assets
- Strong time management skills and ability to prioritize tasks under time pressure
- Committed team player with the ability to develop and maintain strong relationships with internal and external stakeholders
- Obsession with getting the details right in messaging, storytelling, and content delivery
- Interest in social justice and global health
- Willingness to work occasional evenings and weekends
- French fluency is considered a strong asset

Note: If you do not meet all the above criteria but still believe you are the perfect fit for the role and for Partners In Health Canada, we encourage you to apply and let us know why!

**Compensation:**

Compensation will depend on experience within a range of $60,000 - $75,000. We offer a flexible and hybrid work schedule, a competitive vacation package, health and dental benefits package, professional development and learning opportunities, and the opportunity to collaborate and grow with a diverse global team deeply committed to equity and social justice. Applicants must be legally eligible to work in Canada.

**Application Instructions:**

Please send your CV and cover letter to hrcanada@pih.org with 'Campaign & Fundraising Specialist' in the subject line. Applications without a cover letter will not be considered. Applications will be reviewed on a rolling

basis until the position is filled. We thank all applicants but regret we will be unable to respond to all submissions. We request that you do not follow up on your application with a phone call or email. We will contact only those candidates selected for interviews. Thank you for your understanding.

**Commitment to Diversity and Accessibility:**

Partners In Health Canada is committed to equal opportunity and equal treatment for every prospective and current employee. We value diversity in the workplace and believe our work is stronger when it benefits from the experience and knowledge of a diverse team. Candidates from diverse backgrounds, including but not limited to Indigenous peoples, racialized and LGBTQ2+ communities, women and people with disabilities, are encouraged to apply. If contacted in relation to a job opportunity, please notify us as soon as possible of any adaptive measures you might require. Information received relating to accommodation measures will be addressed confidentially.