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**Title:** Manager, Annual Giving and Donor Engagement

**Reports to:** Director, Marketing, Communications & Annual Giving

**Supports:** Vice President, Major Giving and Campaign

**Work Environment:** Hybrid, as per FBC's policies – 2 days in Toronto office, 3 days remote (subject to change)

**Role Type:** Full time, permanent

**Salary Range:** \$77,000-\$90,000, dependent on experience

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### **Position Summary:**

The Manager, Annual Giving and Donor Engagement is responsible for co-developing the strategies and executing the plan that drive donor acquisition, retention, and revenue growth across mass, and monthly giving programs. This role oversees the day-to-day operations of annual giving campaigns, execution of mid-level giving, manages external fundraising partners, and ensures an exceptional donor experience through targeted communications and stewardship. Reporting to the Director of Marketing, Communications, this role directly supervises the Donor Relations and Stewardship Officer and collaborates across teams to deliver integrated, donor-centric engagement.

### **Key Responsibilities:**

#### **Annual Giving Strategy & Campaigns:**

- In consultation with the Director, develop and execute an annual plan for donor acquisition and renewal, using channels such as direct mail, email, social media, telemarketing, and digital lead generation.
- Set and monitor KPIs related to revenue, retention, donor upgrades, and acquisition ROI.
- Manage campaign calendars, creative direction, and segmentation strategies.
- Integrate donor journey mapping into campaign planning to ensure cohesive, personalized experiences across touchpoints and giving levels.
- Manage the growth and retention of mass and monthly donors through targeted engagement plans and coordinated stewardship efforts.

#### **Donor Engagement & Stewardship:**

- Oversee stewardship strategy and execution for mass and monthly donors to improve retention and donor satisfaction.



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- Supervise the Donor Relations and Stewardship Officer, ensuring personalized, timely, and scalable stewardship initiatives are implemented effectively.
- Work closely with communications and fundraising teams to develop content that demonstrates donor impact and fosters ongoing support.
- Use donor journey insights to identify engagement gaps and deliver the right message at the right time to strengthen donor relationships and increase lifetime value.

#### **Mid-Level Giving:**

- Execute direct marketing elements of Mid-Level Giving program in collaboration with Major Giving team.
- Monitor donor migration pathways and collaborate with the Major Giving team to support donor pipeline development.

#### **Agency & Vendor Management:**

- Manage relationships with external agencies (e.g. direct mail, telemarketing, digital acquisition), ensuring alignment with fundraising goals, timelines, and brand standards.

#### **Content & Communications:**

- Manage the development and coordination of compelling donor-centric content, including impact reports, e-newsletters, personalized messages, and donor spotlights.
- Work closely with marketing and communications colleagues to ensure stewardship materials are aligned with organizational messaging and brand voice.

#### **Data & Reporting:**

- Analyze performance data to evaluate success of campaigns and identify trends and opportunities for improvement.
- Collaborate with the data and CRM teams to ensure data accuracy and segmentation best practices.

#### **Team Leadership & Collaboration:**

- Provide coaching and support to the Donor Engagement and Stewardship Officer and any additional annual giving staff or interns.
- Foster a collaborative, donor-first culture and ensure alignment with organizational fundraising goals and brand strategy.



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**Qualifications:**

- 7+ years of experience in fundraising, with a strong focus on annual giving, donor engagement, or mass marketing.
- Experience managing direct marketing campaigns and working with external fundraising agencies or consultants.
- Demonstrated success in improving donor retention and growing monthly donor programs.
- Strong leadership, project management, and analytical skills.
- Excellent communication and relationship-building abilities.
- Proficiency with fundraising CRMs and donor data analysis.

**To apply:**

Please submit a cover letter and resume by July 13th to [jobs@fightingblindness.ca](mailto:jobs@fightingblindness.ca)

We thank all candidates for their interest, however, only those selected for an interview will be contacted. Fighting Blindness Canada is an equal opportunity employer and supports applicants with disabilities. Accommodations are available upon request throughout the recruitment process. Please email your request for accommodation with your application.