

Donor Engagement Specialist - Fund Development

Job Number: 36072

Are you a consummate people-person with expertise in project planning, management and evaluation? Are you a self-motivated, analytical, clear-communicating, multi-tasking ninja? Do you want to help engage more library lovers in supporting one of Edmonton's favourite causes by developing and implementing annual giving strategies such as direct mail, staff giving and online giving? If so, this is the place for you!

Every 3 seconds someone is borrowing from the Edmonton Public Library. EPL continues to be one of the most used and loved services in Edmonton. We are a small team with BIG ideas, and our work directly impacts the ability to help keep our vital services available to all Edmontonians for years to come. You can be part of connecting more Edmontonians with EPL's cause!

EPL is looking for a passionate and innovative Donor Engagement Specialist to sustain and grow community support for the library. The Donor Engagement Specialist manages the development, implementation and evaluation of EPL Annual Giving plans, communication tools and is involved in Major Giving as well as donor database management.

Primary responsibilities include:

- **Annual Giving:** responsible for developing, implementing and evaluating a multi-channel strategic annual campaign including direct mail, direct email, monthly giving and staff giving.
- **Database Management:** oversee and utilize the EPL donor database (DonorPerfect) to track, document and communicate fundraising activity. Maintain documentation and share information with colleagues, as needed. Monitor, review, evaluate and report on fundraising progress throughout the year. Using performance indicators to inform future plans.
- **Major Giving and Planned Giving:** support major giving, grants and planned giving activities.
- **Reporting:** document and report on annual giving activities with metrics and anecdotes.
- **Stewardship:** support stewardship activities including donor recognition and retention, as required.
- Assist in the development of policies and procedures as appropriate. Ensure compliance with policies, procedures and protocols for accepting donations, as well as rules of ethics and proper policies regarding the management and attribution of funds.
- Support the development and maintenance of up-to-date fund development information posted to EPL's website and in printed materials, working in collaboration with the Marketing & Communications Division.

Job Requirements:

- Related degree with a minimum of three years of progressive experience in communications, project management or business development. Equivalencies may be considered.
- CFRE (Certified Fund Raising Executive) certification is an asset.
- Experience utilizing contact management databases.
- Experience in effective goal setting, action plans and evaluation of successes and failures.
- Experience within a public sector or non-profit fundraising environment is preferred.

What do you need to bring to this position?

- Excellent project management, communication, presentation and relationship-building skills.
- Excellent written communications and the ability to create engaging pieces that stand out and draw people in.
- Demonstrated creativity and the ability to bring ideas to life.

- A strong donor-centric approach demonstrated by the ability to anticipate, understand and respond to the needs and expectations of donors.
- Superior problem solving skills, a high level of organizational ability and ability to deal with multiple deadlines and demands.
- Strong decision making skills demonstrated by strategies that move the organization forward.

Note: Candidates with lesser qualifications may be considered at a lower classification and salary level.

Who we are:

The secret ingredient for making EPL a magical place is no secret at all; in fact, it's very simple: We share. We share stories, ideas, and experiences. We share with our customers, our communities, and ourselves. We are Edmonton's largest lender of all manner of information and entertainment.

Pay Band:

\$33.31 - \$42.52 per hour*

*Approximately \$60,866 - \$77,698 per annum based on a 35 hour work week.

Shift differential may apply in accordance with the terms and conditions of the CSU 52 Collective Agreement.

Note:

- Satisfactory background screening is required for this position, which includes a Criminal Record Check/Police Information Check.
- Fund Development employees are subject to variable hours of work as per the Collective Agreement and shift length and scheduling may vary based on operational needs.

Posting Date: Apr 4, 2019

Closing Date: Apr 22, 2019 11:59:00 PM (MDT)

To apply:

For more information about this position and other jobs available at the Edmonton Public Library, please visit <https://www.epl.ca/careers-at-epl/> and apply online. Only candidates who are selected for an interview will be contacted.