

Implementation Manager, Digital Fundraising

In this new and exciting position, you will be managing online fundraising campaigns by implementing, monitoring, and supporting our digital fundraising activities including engaging in campaign plans, customizing customer digital fundraising requirements and creating and providing training. Funds raised will ultimately assist and provide services to vulnerable populations living in poverty within Edmonton and surrounding areas. This position is part of our Information Services team and will transition to our Resource Development team in the future, currently reporting to the Manager, Online Campaigns and transitioning to the Director, Fundraising Support.

About the role:

You will collaborate with partner organizations (we work with approx. 500 workplaces in the Edmonton region that run United Way campaigns) to develop online fundraising campaigns and implement fundraising strategies for online giving. This work includes customizing some digital content (using HTML), providing advice on online campaign best practices and ensuring a technically ready launch. You will develop and maintain campaign tracking tools, recommend strategies to mitigate risk and monitor and report on results. Other exciting areas of this role include; updating digital content provided by our marketing team, implement and support digital engagement software, setting up and supporting peer to peer fund raising sites, managing an online store, implementing and supporting new digital fundraising apps, delivering digital fundraising software training (due to Covid-19, this will be mostly in a digital environment) and providing help desk support for digital fundraising tools (to organizations, donors and United Way staff).

About you:

You equally enjoy working with people and managing the technical side of things. It's important to us that you understand the power of relationships especially as it relates to communicating technical issues to non-technical stakeholders. You have a keen ability to use your critical thinking skills to analyze and interpret information to make decisions, make recommendations and to solve problems. You know how to keep yourself well-organized, create action plans to get things done, and have an eye for details. You take responsibility and hold yourself accountable whatever the action or task may be. You also strongly understand the value of providing an exceptional customer experience and you keep up with the on-going changes to technology. This position may include supervising two seasonal temporary staff in the future.

Your background includes a post-secondary diploma in related fields of study, plus a minimum of two years related experience. Knowledge of HTML, application administration and support, and various web browsers, intermediate knowledge of MS Office (O365) and advanced SharePoint is required. Knowledge of P2P fundraising tools, email gateway, CRM databases and Microsoft/Adobe Forms considered an asset. Experience with online donation platforms is also an asset. If you have other equivalent experience, we will also consider that.

We currently offer the option to work our professional office environment (with COVID-19 procedures) or remotely, therefore a remote workspace and secure Wi-Fi connection is required.

A valid driver's license and vehicle are required as travel may be involved within Edmonton and surrounding area.

The successful candidate for this diverse and unique position will be someone who shares our passion for our mission of mobilizing collective action to create pathways out of poverty, really wants to make a difference in our community, and connect to a bigger purpose.

We are people who love what we do, are passionate about our work. We offer rewarding work, a positive workplace culture, and a total rewards package. This is a full-time permanent position and we will keep it open till we find our person.

To apply visit: <https://www.myunitedway.ca/careers/>

United Way of the Alberta Capital Region works with the largest network of partners in the region, bringing community members together to create pathways out of poverty. With a focus on lasting solutions, local impact and measurable results, we can move closer to the vision of a poverty-free community.

United Way of the Alberta Capital Region is committed to creating an inclusive workplace that reflects our diverse community that we serve. We encourage candidates from diverse backgrounds and those who may need accommodation to apply to join our team. By incorporating a variety of experiences and perspectives, we create opportunities for innovative solutions and maximize the impact of our work.

We are proud to be recognized and certified as a *Great Place to Work*.

To learn more about United Way Alberta Capital Region, please visit www.myUnitedWay.ca