

The Great Trail/Le Grand Sentier – created by Trans Canada Trail and our partners– is the world’s longest network of multi-use recreational trails. It is used by millions of Canadians and international visitors to experience our country’s legendary wilderness, cycle historic rail trails, explore provincial and territorial capitals, canoe the routes of early explorers, visit national and provincial parks and historic sites, commute to and from work, and enjoy the benefits of safe, healthy, active living.

Trans Canada Trail (TCT) is responsible for facilitating the planning and development of The Great Trail, working closely with provincial/territorial partners and local trail groups and municipalities; raising funds for local and national trail initiatives; and marketing and promotion of the Trail.

DEVELOPMENT OFFICER

Reporting to the Director of Development, the Development Officer plays a key role in the coordination, implementation, and execution of all fundraising programs and donor development activities required to support the achievement of annual revenue goals and the long-term growth of the Annual Program.

The Annual Program fundraising portfolio includes direct mail, monthly giving, planned giving, in honour, 3rd party fundraising, bi-annual telemarketing campaigns, middle & major donors, and corporate and foundations development.

Primary Responsibilities

Fundraising, Development and Donor Communications

- Oversees all donor recognition and stewardship activities including thank you calls and cards, stewardship mailings & e-communications; manages the collection and maintenance of donor recognition preferences for public donor listings and leadership pavilion listings; manages the data entry of all recognition and stewardship actions in Raiser’s Edge donor records; oversees and ensures the accuracy of donor record information and constituency codes for Annual donors.
- Acts as primary contact for, and provides day-to-day support, to Annual Program donors and supporters including 3rd party fundraisers, planned giving prospects and expectants, and donors at the \$250+ level; manages all outreach and front line calling to these donor groups, escalates calls and inquiries from these key groups as appropriate to the Director of Development for additional follow-up and / or support.
- Coordinates the administration of non-routine donations with Data Clerk & Donor Services and Administrative Assistant, and oversees the administration of complex gifts such as gifts of securities, designated donations, and Estate gifts, managing communications with donors, brokers, lawyers and executors, and coordinating legal and administrative requirements with the CFO and Financial Controller.
- Supports the development and implementation of all donor and fundraiser communications such as e-appeals and e-reminders, through fundraising marketing support tools such as Constant Contact;

manages updates to existing materials, and develops new ones as needed, in both print and online media.

- Maintains donor communications files and materials, including working with Director of Development to update and develop front-line donor service materials including letters, call scripts and card copy, thank you letters and email response templates for frequently asked questions.
- Manages in-bound donor service call and email escalations from the Data Clerk & Donor Services; identifies additional escalation as needed, bringing sensitive concerns and / or issues to the Director of Development for additional follow-up when required.

Campaign Management & Marketing Support

- Responsible for the development of social media strategies to support key Annual appeals and campaigns. Work with Social Media Co-ordinator to ensure implementation of strategies and schedules, develop consistent KPI's and benchmarking for each social media campaign, and ongoing reporting on progress to Director of Development and TCT senior management.
- Supports execution of donor and acquisition appeals, direct mail and e-solicitation appeals and reminders by providing data pulls, day-to-day campaign development support, reviewing direct mail lives, and compiling campaign results, such as APA reports, for internal reporting and analysis.
- Manages the implementation and execution of bi-annual telemarketing campaigns for monthly donor conversions, upgrades, and reactivation appeals; including management of the campaign schedule, development and revisions to campaign support materials including scripts, ensuring timely pledge reminders and follow up processes, overseeing timely and accurate delivery of weekly donation and donor update reports from vendors; managing gift processing for all single gift donations; and coordinating the timely delivery of new donor welcome and active monthly donor upgrade packages Data Service Clerk.
- Work with Communications to set schedule, identify donors and content for monthly donor profiles for Trail Talk, The Great Trail website and Globe and Mail supplement.
- Deploy Welcome Series to new donors every month, move them through the Series schedule of communication, and ongoing reporting on progress to Director of Development.
- Responsible for maintaining all pages within the Donate section of tctrail.ca and thegreattrail.ca website, reviewing online materials and copy every quarter for relevance and accuracy, and working with Director of Development and Manager, Information Systems to make updates and changes to these fundraising pages as required, including French translation.
- Provides content development and copy writing for donor e-communications, social media channels, and new fundraising materials as needed.

Program Administration and Support

- Works with Manager, Information Systems to support departmental data management needs including development and delivery of data files for List Trades; data pulls for direct mail campaign e-reminders; delivery of campaign results data to agency of record, mass action updates to donor records for large scale mailings and other fundraising / stewardship initiatives; and other ad hoc pulls / reports as needed.
- Responsible for timely reporting of quarterly KPI's, direct mail analysis and ongoing quarterly and annual reporting.
- Develops and runs queries and reports in Raiser's Edge as needed to support the Annual Program.
- Provides vacation coverage for Data Clerk and Donor Services, with gift processing and front-line donor service duties, during periods of high volume donor / donation activity.

Skills & Experience

- Post-secondary education
- 1 – 2 years' experience in fund development
- Experience working with Raisers Edge
- Strong project management and multi-tasking skills; able to effectively manage competing priorities and remain focused to meet deadlines
- Demonstrated sound judgement & problem solving skills; able to be proactive in identifying issues and opportunities
- Detail and results oriented
- Excellent written and verbal communication skills
- Highly personable, with a strong donor service orientation
- Able to work effectively independently, with low level of day-to-day supervision
- Excellent computer skills, with high level of comfort in MS Office Suite and in learning to work within new programs and online environments as needed
- Experience working with relational databases preferred
- Bilingualism required

Please include a cover letter with your resume and send to donorservices@tctrail.ca.

We thank all applicants for their interest in Trans Canada Trail but only those selected for an interview will be contacted.