

The Great Trail – created by Trans Canada Trail – is the longest network of multi-use recreational trails in the world. 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.

The ideal candidate will be working with Canada's best non-profit – as voted by the Canadian Museum of Nature in 2019 – located in the beautiful Old Port of Montreal, and will benefit from a nationally competitive salary, a generous benefits package (including group RRSP, and health and dental insurance) and above average paid leave.

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## **MANAGER ANNUAL GIVING (full-time position)**

The Manager, Annual Giving, will report to the Director of Development, and will oversee and grow a diverse fundraising program that includes direct marketing (mail and phone), monthly giving and tribute gifts, across a variety of social media channels. You will also have direct responsibility for leadership donor management (\$1K-\$10K) working with the Director of Development to develop a strong pipeline for the major gift portfolio. The position has responsibility for a high level of donor care and stewardship, and for maintaining the integrity of the Raiser's Edge database.

### **SUMMARY OF PRINCIPAL RESPONSIBILITIES**

#### **Annual Giving 40%**

- Oversee the planning and execution of the annual plan for the Annual Giving program that encompasses a range of strategies involving e-mail, direct mail, telephone and in-house solicitations, to create a growing and sustainable foundation of annual support.
- Oversee the segmentation, solicitation, tracking and reporting for all direct mail, telemarketing and electronic appeals.
- Oversee and provide guidance and support during all stages of copy and design of fundraising materials.
- Develop and oversee budgets, progress, deadlines, goals and objectives related to the Annual Giving program. This includes revenue targets, expenses, projections and statistical reporting, and analysis of annual giving campaigns and programs.
- Supervise, manage and oversee the work of a small Annual Program team

### **Leadership Giving and Donor Stewardship 30%**

- Develop and execute a comprehensive action plan to cultivate and solicit a pipeline of donors at the \$1000+ level
- Identify major gift donor prospects among the leadership pool, including identifying planned giving prospects
- With the Director of Development, develop, implement and manage a mid-level donor stewardship strategy using a variety of meaningful opportunities to connect with Trans Canada Trail, including customized donor stewardship reports, newsletters, events
- Steward current and potential donors through regular updates (phone calls, meetings, personal letters, Trail events) to maintain interest and engagement

### **Database Management 30%**

- Import and integrate data from multiple data systems; generate and build custom reports
- Maintain quality control of Raiser's Edge via regular audits and updates
- Monitor and upgrade as appropriate to both Raiser's Edge and Financial Edge to ensure maximum security and functionality
- With accounting staff, ensure that financial data related to donations recorded in Raiser's Edge is accurately reflected in month end reconciliations.
- With Research Officer, provide support, guidance and manage applicable training programs for database users

### **SKILLS AND ABILITIES**

- An ability to work with information systems and databases to fully exploit the use of segmentation for solicitations
- An ability to effectively communicate data-driven results and put forward recommendations
- Able to work as a team member and motivate people to work towards a common goal
- Able to identify and analyze challenges as they arise and recommend constructive solutions
- Effective and creative communication skills, both written and verbal
- Innovative, creative and self-motivated
- Strong leadership skills and the ability to manage people
- A minimum of Intermediate level experience using Raiser's Edge database 2 years+
- Strong attention to detail, accuracy
- Ability to manage multiple projects simultaneously while meeting deadlines
- Fluency in Microsoft Office Excel, Word, Outlook and Windows platform
- Bilingualism is an asset

Other preferred technical Skills: working knowledge of Google Analytics, HTML, Customer Relationship Management (CRM) databases

**EDUCATION / EXPERIENCE (OR EQUIVALENT)**

- Minimum of 3-5 years progressive experience managing annual programs elements
- Post Secondary Degree or equivalent practical experience in a relevant field
- Supervisory experience

**Location:** This position is located in Montreal

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All applicants are thanked for their interest in Trans Canada Trail/Sentier Transcanadien. Only those candidates selected for an interview will be contacted.

Please forward your resume in confidence by January 27, 2020.

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