



TRANS CANADA TRAIL

Position Description

Development Coordinator, Annual Giving

Posted On: June 13, 2022

Closing On: June 29, 2022

Location: Remote from home in Canada (National office is based in Montreal)

Effective: July 2022

Employment Type: Full-time

Level: Intermediate

Salary Range: \$50,000 - \$52,000

Who We Are

The Trans Canada Trail is the world's longest network of multi-use recreational trails. The Trail stretches more than 28,000 km – and continues to grow – across every province and territory. It's a showcase of Canada's diverse landscapes and cultures, and a sustainable national asset that fosters unity, collaboration and connectedness. Our national trail is managed by local trail groups and partners who work in conjunction with Trans Canada Trail, a registered charity. tctrail.ca

Who You Are

You are an energetic team player with a passion for trails, the outdoors and connecting Canadians to nature. You seek a meaningful career that combines passion with purpose. Collaborative and curious, you will be an integral part of the Philanthropy team and the organization as a whole. You value the role and impact philanthropy has on the Trail, making it more accessible and ensuring its legacy for generations to come. You are a relationship builder with exceptional communication skills. You are organized, creative and committed to growing the capacity of the Trans Canada Trail and advancing donor relationships.

Reporting to the Manager Annual Giving, Philanthropy, the Development Coordinator plays a key role in the coordination, implementation, and execution of all annual program 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 and digital response campaigns directed towards monthly giving, tribute giving, and 3rd party.

Key Responsibilities:

- Assists in the creative direction of all direct response and digital appeals including coordinating with internal teams and vendors on the design, production, segmentation, data and execution of each campaign
- Ensures the accuracy of donor record information for our donors, including mass action updates as required
- Liaises with donors to thank and steward them
- Supports in-bound donor service calls and emails
- Ensures all donors receive timely receipts and acknowledgment of donations, and coordinates consolidated tax receipts for monthly donors
- Supports the development and implementation of all donor digital communications through platforms such as RE and Mail Chimp
- Contributes to the growth of Annual Giving through donor retention strategies and a new monthly giving program
- Pulls queries and reports in Raiser's Edge, including appeal performance and fund analysis reports, along with OLX online performance reports for internal reporting and analysis
- Fulfills requests from Philanthropy colleagues for lists, queries and reports.
- Works with Communications and Marketing to assist in data extraction for annual stewardship reports (Annual Report, Impact Report); and content for monthly donor profiles for Trail Talk newsletter, website and social media channels
- Supports the tracking and analysis of online donor pages
- Performs other job-related tasks as required

Knowledge, Skills & Abilities

- 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
- High attention to detail and results oriented
- Excellent written and verbal communication skills
- Highly personable, with a strong donor service orientation
- Proven ability to manage multiple projects within tightly prescribed timelines.
- Demonstrated ability to work autonomously and as part of a team in a complex, changing, deadline-oriented environment.
- Excellent computer skills, with high level of comfort in MS Office Suite, CRMs such as Raiser's Edge and Salesforce and a desire to learn and work within new programs and online environments as needed

Experience & Education

- Post-secondary education in Fundraising, Non-Profit Management
- 3+ years' experience in fund development/annual giving
- Experience in Direct response/Digital marketing an asset.
- Experience working with Raisers Edge, Salesforce and other fundraising CRMs
- Proven ability to extract, read, and understand large quantities of data
- Bilingual (English and French), spoken and written an asset

Commitment to Diversity & Employment Equity

We are committed to equity in our policies, practices and programs, supporting diversity in our work environment and ensuring that applications for members of underrepresented groups are seriously considered for all positions. All qualified individuals who would contribute to the further diversification of the TCT community are strongly encouraged to apply. We are committed to ensuring that our internal policies, practices and systems are free of barriers, emphasize the value of diversity and promote full participation to ensure dignity, respect and equal access for all employees. Through our processes and practices, we are working to eliminate barriers to employment for people who are usually underrepresented in Canada's work force – Indigenous people, people of colour and people with disabilities.

How to Apply

Please submit your resume and cover letter in confidence to:

Email: jnault@tctrail.ca

Attention: Janice Nault, Manager, Annual Giving

Application deadline: June 29, 2022

Only those candidates selected for an interview will be contacted. We thank all applicants for their interest in working at Trans Canada Trail.