



UNITED WAY OF LONDON & MIDDLESEX
Position Description

Position:	Resource Development Coordinator – Direct mail
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Reports to: Director, Resource Development

Department: Resource Development

Band: Band 6

Primary Function:

This position is primarily responsible for providing administrative support and administering direct mail/marketing. As well, there are mid-level fundraising functions related to the areas of direct marketing, donor relations, research and administration. This role also contributes to assisting the Resource Development department to meet departmental and organizational objectives.

Specific Responsibilities:

Administrative

- Support the Director, Resource Development and Associate Directors (Workplace Campaigns & Major Gifts)
- Support the entire RD team as necessary with large projects, i.e. Workplace Campaign histories, Sponsored Employees Training Packages, Mailings, etc.
- Book calls and schedule appointments
- Make travel arrangements
- Assist with the production of campaign / solicitation materials
- Maintain database integrity, with up-to-date information. Report generation as required
- Manage “Impact Experience” bookings and all details
- Deal with requests from donors, workplaces, and volunteers in the absence of staff
- Prepare donor packages, mailings, guest lists, etc.
- Assist with preparation of donor stewardship reports and other methodologies of stewardship and cultivation
- Arrange for departmental meetings and minute taking
- Support donor service through: phone calls, letters, email correspondence
- Event planning for stewardship events
- Write information briefs, proposals and letters
- Symbiotic relationship with the other Resource Development coordinator role
- Backup support for reception
- Perform other duties as required

Direct mail

- Work with the Director, Resource Development and Director, Community Engagement to ensure the overall success of the annual giving program, which includes; Spring mail, Fall mail, Leadership mail (both workplace and residential), various workplace mail and other specific audiences as identified
- Pull data from database using specific criteria, review and clean data as necessary, either merge data to direct mail marketing materials and mail or (depending on size of mailing) work with mail house to merge and distribute
- Administers all aspects of annual giving program, including direct mail, donor database, donor recognition and stewardship
- Work within annual budget for annual giving
- Interface with vendors as necessary
- Prepares weekly, monthly and annual reports on direct mail
- Develop and grow individual donor base by creating and managing annual giving campaigns

Key Relationships:

- Director of Resource Development
- Associate Director Workplace Campaigns
- Associate Director Major Gifts
- Other members of the Resource Development team
- Sponsored Employees
- CEO, Campaign Cabinet Members & Committee Members

Degree of Authority

- The individual(s) in this position is not required to assume any financial responsibilities

Contacts

- Work involves frequent contact with the public, other levels of government/agencies and with a wide variety of staff
- Requires appropriate tact in order to obtain co-operation and approval of action

Staff supervision

- This individual(s) in this is not required to provide guidance to or supervise any other person

Education and Experience

- Requires a relevant community college diploma, recognized apprenticeship or equivalent
- A minimum of more than one year of relevant experience required
- Minimum two years fundraising experience
- Ability to handle highly confidential and sensitive materials and issues with the utmost discretion
- Experience with coordination of volunteers would be an asset
- Knowledge and experience in fundraising and non-profit sector an asset
- Proven multi-tasking, organization and time management abilities
- Advanced level of proficiency in Word, PowerPoint and Excel
- Solid verbal and written communication skills
- Strong interpersonal skills
- The ability to work both independently and collaboratively in a fast paced environment
- Community-minded individual that is progressive, innovative, dedicated and gets things done
- Professional demeanour, communicates effectively with all levels of the organization and the public
- Ability to flex work schedule to attend meetings and special events which occur before or after regular office hours

Last Updated: January 2012