



Last Updated: February 2025

## Job Title

# Community Giving & Events Coordinator

## Impact Statement

MSF Canada's Fundraising Department is responsible for raising private funding, predominantly from individuals, by integrated direct response campaigns, major gifts, and legacy and planned giving vehicles to support our operations around the world and our activities in Canada. The department now generates over \$90 million annually and has an ambitious plan to grow as part of the 2025-2028 strategic plan. Fundraising team members are in Toronto and Montreal and work in collaboration with suppliers and vendors across Canada.

Each year, hundreds of supporters choose to support MSF through organizing fundraising initiatives in their own communities. MSF Canada also seeks and promotes opportunities for people to fundraise on our behalf through community events. Reporting to the Senior Manager, Fundraising Innovation, the Community Giving and Events Coordinator is responsible for supporting third party and peer-to-peer fundraising initiatives through cultivating, stewarding and responding to the needs of peer-to-peer event organizers, as well as identifying new and coordinating around existing community event fundraising opportunities. The role also works closely with the MSF Canada Association and Speaker's Bureau to coordinate and plan speaking engagements with supporters.

## Key Responsibilities

- Implement MSF Canada peer-to-peer, community giving, and events strategy in line with targets and goals described in each year's Annual Plan, including but not limited to Community Marathon Participation, Streaming and Community Third-Party Event Management.
- Engage, promote and respond to the needs of event organizers, managing all requests and opportunities to support MSF through third party initiatives.
- Provide expertise and oversight to help ensure third party fundraisers achieve fundraising goals and adhere to MSF guidelines and CRA requirements.
- Build, maintain and cultivate solid relationships that lead to future support, including managing the cultivation, recognition and stewardship of Community Giving supporters.
- Support all administrative activities related to the Community Giving portfolio, including tracking and coordinating payments for associated expenses of Community activities.
- Act as main point of contact for Fundraising Department for MSF Canada publicly facing events

## Job-Specific Responsibilities

### Stewardship, Engagement and Relationship Management:

- Engage with third-party event organizers – helping to provide guidance, expertise and access to resources including speaking events, briefings, cultivation packages, and general support for conducting online and offline events.

- Liaise with colleagues in other units, including Planned Giving and Corporate Giving, for managing ongoing supporter relationships and assist in the identification of collaboration opportunities between units to increase awareness of MSF's Community Giving opportunities.
- Attend and participate in community events representing MSF as needed.
- Work with the Fulfillment Coordinator to support gift processing and gift acknowledgment and ensure timely, consistent and accurate coding for Community giving donations and information is being maintained in Raiser's Edge.
- Act as the point of contact for the MSF Canada Association, Speakers Bureau and Friends of MSF groups. Building a strong relationship internally to support integration and collaboration opportunities, and triage requests as needed.

### **Campaign development and coordination; promoting participation in Community Giving activities across a variety of channels.**

- Coordinate third-party outreach campaigns; work with suppliers/vendors and colleagues to ensure online and offline promotion campaigns are running smoothly, and timelines and goals are being met.
- Support donor registration and troubleshooting Luminate Online's TeamRaiser platform for third party and community giving events alongside Fundraising Systems team
- Coordinate the development of assets for Third-party events, working with communications colleagues and translation as necessary to ensure that online materials are updated.
- Work with the Fulfillment Coordinator to ensure offline stock is available and shipped to donors as required.
- Track and coordinate payment for associated expenses.

### **Analysis and reporting:**

- Monitor and assess the number of active new and existing donors to execute solicitation strategies, source engagements including speaking events, event participants and support continued growth of the Community Giving portfolio.
- Stay current with research, developing trends and areas of development for community giving to identify new opportunities to grow engagement, participation and revenue.

### **Other:**

- Volunteer coordination and training as required
- Support the Mass Marketing Unit by taking on additional tasks as required and requested
- Attend Philanthropy unit team meetings as appropriate
- Participating in and contributing to MSF International's FR Community of practice

### **Core Competencies**

- **A Commitment to MSF's Principles;** *Proficiency level 1:* Demonstrates knowledge of and accepts MSF's principles.
- **Cross-Cultural Awareness;** *Proficiency level 3:* Demonstrates an integrating attitude.
- **Teamwork and Cooperation;** *Proficiency level 2:* Shares information and coordinates with team and others.
- **Planning and Organizing;** *Proficiency level 2:* Is Proactive regarding planning and organising their job area
- **Network and Relationship building;** *Proficiency level 2:* Develops and diversifies networks.

### **Knowledge and Experience**

- Demonstrated professional experience in the fields of fundraising, event planning, or mass market fundraising
- Demonstrated experience with one-to-one relationship management
- Excellent interpersonal communication and relationship management skills
- Strong computer skills with experience in Microsoft Office applications and databases

- Familiarity with Raiser’s Edge and Luminate Online platforms an asset

### Education, Certifications and Languages

- Education or training in Fund Development, Communications, Marketing, Non-profit Management or a related field is an asset, or equivalent experience
- Fluency in English, with excellent copywriting/editing skill
- Proficiency in French is preferred

### Working Conditions

- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m. Eastern Time)
- Hybrid work model (40% in MSF Canada office and up to 60% work from home)
- Office environment is open concept, and workspace is shared with colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor

### Job Information

**Position Level:** Individual contributor

**Department:** Fundraising Department

**Position Status:** Permanent

**Activity Rate:** 100% (Full time), 37.5 hrs. per week

**Location:** Toronto

**Salary Grade:** Level 13 on the MSF Canada Salary Grid; \$64,251 in starting year

**Status:** Candidates must be legally authorized to work in Canada; MSF Canada is not able to support or relocate candidates from outside Canada.

**Benefit:** Starting 4 weeks’ vacation/year, flexible work hours, Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no employee contribution required), annual professional development budget, Employee and Family Assistance Program (EFAP), internal psycho-social resources, and a positive and innovative office culture grounded in our core values of humanity, integrity, and results.

### Additional Information

MSF Canada is a people-focused humanitarian organization that is proud to offer a diverse, collaborative, and inclusive work environment. We strongly believe this approach enhances our work and we’re committed to equity in employment. The organization seeks to attract and engage the best professionals to join and maintain meaningful, productive, and lasting work relationships. We embrace diverse motivations and backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

MSF Canada acknowledges the existence of systemic racism and oppression and is committed to sustaining and strengthening its anti-racism and anti-oppression (AOAR) efforts. As MSF Canada continues to grow and strive to remove barriers in its offices in Canada and in MSF work environments abroad, we welcome applications from individuals with unique experiences of intersectional oppression on the basis of their social markers such as their ethno-racial identity, age, gender identity, education, socio-economic status or place of origin. We encourage Black, Indigenous, People of Colour, LGBTQIA2S+ people, individuals living with disabilities and any individual deserving equity to apply.

In line with MSF’s December 2021 pledge to reduce our carbon emissions by 50% by 2030, compared to our 2019 baseline, we encourage everyone to embrace and embed sustainable and climate-friendly practices. Applying a

climate and planetary health lens will help us improve our operational impact. Facing climate change and environmental degradation through our operational activities by focusing on mitigation and adaptation will decrease our dependency on fossil fuels, reduce our ecological footprint and help protect human health. Everyone, at all levels, with all skill sets is needed to address the global threat of climate change.