



Last Updated: March 2025

Job Title

Digital Fundraising Officer

Impact Statement

As an engine of MSF Canada and the MSF movement at large, the Fundraising Department plays a critical role in securing the success of our social mission. Raising over \$90 million annually in private funding – through mass marketing, major gifts, foundations & corporations, and planned giving donor segments – the Fundraising Department is at the heart of our humanitarian emergency medical operations.

The Digital Fundraising Officer is a position on MSF Canada’s Integrated Fundraising team, reporting to the Senior Manager Integrated Campaigns, a team that is collectively responsible for all of MSF Canada’s digital fundraising presence.

Key Responsibilities

- Project manage MSF Canada’s digital fundraising activities across all digital channels and platforms, from initial brief to final delivery, with emphasis on Email and Organic Web
- Manage external vendor to ensure the timely execution of campaigns that are on budget and aligned with MSF brand guidelines and principles
- Support the management of online fundraising platforms/systems, and online conversion strategies across MSF-C donation forms
- Build networks with key individuals from charity and commercial sector digital marketing to gain market intelligence, expert advice, and assistance; keep up to date with developments and trends in digital marketing/fundraising; actively participate in MSF International digital fundraising working group

Job-Specific Competencies

Project Management and Campaign Coordination; knowledge of digital fundraising campaign planning and execution; ability to use this knowledge to develop strategy and manage execution of fundraising campaigns across digital channels

- Support digital needs across all digital fundraising channels (e.g., SEM, SEO, display, social media, email), align strategies and develop integrated and multi-channel campaigns to drive traffic to the website, to acquire, convert, reactivate, and welcome new monthly and one-time donors as well as retain, engage, and steward existing monthly and one-time donors.
- Assist in developing an acquisition strategy to inform annual plans, including campaign strategy, channel mix, investment level and KPIs.
- Manage e-mail campaigns: oversee email-calendar, establish a cadence, define goals for campaign, identify segmentation opportunities, implement A/B tests, monitor campaign’s progress and keep it aligned with overall strategy.
- Develop campaign briefs and timelines for relevant campaigns; work with suppliers/vendors and colleagues to ensure campaigns are running smoothly and timelines and goals are being met.

Relationship building and vendor management; Exceptional interpersonal and communication skills, with the ability to build excellent working relationships with colleagues and suppliers.

- Manage external partners to ensure campaigns are executed on schedule, within budget and that campaign creative aligns with MSF guidelines and principles
- Ensure content and creative is on brand and approved by appropriate stakeholders
- Participate in MSF International digital fundraising working group
- Build networks with key individuals from charity and commercial sector digital marketing to gain market intelligence, expert advice and assistance and keep up to date with developments and trends in digital marketing/fundraising.
- Work with Integrated Team to ensure the department is informed of all campaign activities so that they are ready to respond to donor inquiries.

Budget, Analysis, Evaluation and Reporting; knowledge of budget management and digital fundraising results tracking and reporting; ability to use this knowledge to inform fundraising strategy

- Monitor allocation of budget across all digital marketing channels to maximize income and results.
- Track income and expenditure for all related activities, ensuring delivery within targets and budget.
- Use analysis to identify trends, recommend improvements based on user behaviour and maximize results.
- Contribute to annual planning and reporting discussions; attend meetings with analytics team as required.

Systems and processes support; knowledge of eCRM and digital fundraising platforms; ability to support systems and processes in collaboration with team; strong data and detail orientation

- Support the management of online fundraising platforms/systems: Luminate Online, Shopify Plus, Team Raiser, and other digital fundraising platforms.
- Manage fundraising content according to FR needs: MSF Canada website, donation forms, FR content related pages, e-commerce and third-party events platforms.
- Oversee testing roadmap to execute A/B and multivariate tests to improve and optimise conversions.
- Oversee integrity of email lists.
- Implement an integrated welcome process and donor journey appropriate to digital channels and donor profiles.
- Identify opportunities for online automation.

Core Competencies

- **A Commitment to MSF's Principles;** Proficiency Level 1: Acts towards the fulfilment of MSF's Social Mission
- **Cross-cultural Awareness;** Proficiency Level 3: Demonstrates an integrating attitude
- **Teamwork and Cooperation;** Proficiency Level 2: Shares information and coordinates with team and/or others
- **Planning and organizing;** Proficiency Level 3: Follows up, plans activities, and sets priorities
- **Analytical Thinking;** Proficiency Level 3: identifies complex relationships

Knowledge and Experience

- Professional experience in the fields of digital marketing, digital fundraising, or digital communications
- Demonstrated experience managing digital projects from website implementation, donations forms tests, digital campaigns – including SEO/SEM, email, social media, advertising, etc.
- Experience managing digital providers
- Demonstrated proficiency with digital marketing tools such as email marketing tools, online gateways and payment methods, Digital marketing, SEOs and Analytics tools, CRM, and website integration (e.g., Luminate Online), coding and segmentation systems and procedures
- Experience in optimizing UX and CRO

- Experience with A/B and multivariate experiments
- Familiarity with common web languages (e.g., HTML, CSS)

Education, Certifications and Languages

- Education or training in digital fundraising, digital marketing, digital communications, or a related field
- Proficient in English, with strong copy-editing skills
- Proficient in French, an asset

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 / Mass Marketing

Position Status: Permanent

Activity Rate: 100%, 37.5 hours per week

Location: Toronto

Salary Grade: Level 14 on the MSF Canada Salary Grid, \$70,676.00 per year

Status: Must be legally authorized to work in Canada; MSF Canada is not in the position to support a work permit process for any applicant outside of Canada.

Benefits: 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.