



*Senior Development Officer, Online Giving  
Full Time, Permanent  
Toronto/Six Nations, ON  
Annual Salary Range: \$86,315-\$107,894  
Closing Date: April 25, 2025*

## **Employment Opportunity**

Indspire has grown and developed into one of the Top 10 Charities of Impact in Canada, that invests in the education of First Nations, Inuit and Métis people for the long-term benefit of these individuals, their families and communities, and Canada.

Indspire is seeking a **Senior Development Officer, Online Giving** to manage and oversee the growth of online fundraising from existing Indspire donors by executing effective strategies and techniques via email, website, and other digital channels in collaboration with the SDO, Digital Acquisition. The SDO will provide coordinated leadership of digital fundraising activities, developing and implementing strategies to support fundraising across the organization.

### **Key Responsibilities**

- Overseeing digital fundraising and engagement initiatives to acquire, renew and retain donors.
- Creating and deploying all emails, landing/donation pages for online campaigns including National Indigenous Peoples Day, Giving Tuesday, National Day for Truth and Reconciliation, Year-end, Mother's Day, etc. factoring in strategic segmentation and an A/B testing strategy.
- Building and executing a strategy to optimize online giving pages including testing for existing Indspire donor campaigns
- Working with the SDO, Stewardship to draft quarterly stewardship emails.
- Collaborating with Communications & Marketing and the SDO, Digital Acquisition to execute digital campaigns including social media
- Using analytics tools to build strategic recommendations for future campaigns and activities to raise more from existing Indspire donors
- In collaboration with the SDO, Digital Acquisition, developing and executing a plan for an e-store and text to give campaigns
- Tracking and analyzing all online campaigns for existing Indspire donors to provide recommendations for improvement.

- Building and setting up an online welcome series for one-time gift, monthly, mid-level and major donors and updating semi-monthly. Tracking and analyzing the results and making recommendations for improvements.
- Developing new and innovative online stewardship activities, in collaboration with SDO, Stewardship, for all donors that support annual stewardship initiatives.
- Staying abreast of best-practices for online fundraising among non-profits and customer retention and engagement in the commercial sector.
- Responsible for driving, implementing, and managing all Peer-to-Peer initiatives online – working closely with individuals and organizations who would like to raise funds for Indspire. Taking a proactive approach with Peer-to-Peer activities to increase revenue year over year.
- Coordinating with Development team on fundraising campaigns, ensuring the creation and delivery of strategic support messaging is consistent across all platforms.
- Working within an existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization.

### **Qualifications:**

- Completion of a post-secondary degree or equivalent.
- Progressive experience with a minimum of three years' experience in the not-for-profit sector and/or in direct response and digital fundraising.
- Working towards or having attained CFRE an asset.
- Ability to develop and implement digital fundraising strategies.
- Knowledge of current fundraising trends, social media, mobile, and pertinent digital acquisition trends.
- Experience with building and maintaining donation forms, surveys and other user engagement features, and running reports/interpreting audience analytics.
- Ability to work collaboratively with internal departments to achieve strategic goals within in the organization.
- Ability to effectively coordinate multiple projects, deadlines and priorities while being responsive to last minute needs.
- A team player that is detail-oriented, organized, innovative and creative.
- Ability to work with sensitive information with complete confidentiality.
- Experience with Raiser's Edge preferred or other fundraising databases.
- Experience with Photoshop, web design and HTML considered an asset.
- Knowledge of the Indigenous community is preferred and openness to engaging in cultural competency training.
- Ability to work in French is an asset.
- Must be able to work occasional evening and weekends.
- Occasional travel between Six Nations and Toronto offices is required.

## Benefits

- Hybrid workplace that provides combined flexibility to work from home and in the office. Currently staff work three days a week in the office.
- Competitive Benefits Program & Pension.
- Opportunities and support for professional learning and growth.
- Staff outings, Summer Fridays, retreats, and teambuilding opportunities
- Being a part of shaping the future of education for Indigenous people in Canada.

## How to Apply

To apply, please visit:

Indspire is committed to ensuring an equal opportunity and barrier-free recruitment process. Accommodation is available to all applicants upon request. Please contact us via email at [hr@indspire.ca](mailto:hr@indspire.ca).

**Deadline for Applications: April 25, 2025, at 5:00 pm EST**