



## **ABOUT MAKE-A-WISH® CANADA**

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. As an independently operating affiliate of Make-A-Wish International, Make-A-Wish Canada is part of the network of the world's leading children's wish-granting organization. We serve children in every community in Canada, and in more than 50 countries worldwide.

Since 1983, Make-A-Wish Canada has granted over 36,000 wishes across the country, over 1,000 last year alone. For more information about Make-A-Wish Canada, visit [makeawish.ca](http://makeawish.ca). Join our team as a:

**Director, Donor Care & Marketing Operations  
Greater Toronto Area  
Full Time / Regular  
Reference #: MAW056**

## **JOB SUMMARY**

Reporting to the Vice President, Mass Marketing, the Director of Donor Care will lead a team responsible for Make-Wish-Canada's donor care strategy. The successful candidate is responsible for the efficient and effective processing of all gift entry and acknowledgments and ensuring exceptional service to our donors through mail, phone, and digital channels. The Director of Donor Care will work closely with Finance, CRM, IT and Revenue Development teams to design, implement, and continually optimize donation experience strategies, processes, systems, and telephony.

## **PRIMARY RESPONSIBILITIES**

- Works closely with the VP, Mass Marketing in the development of business planning with a focus on the continuously improving the donor experience and the efficiency of donation processing and the administration of budgets.
- Oversees gift entry, acknowledgement, tax receipting processes into CRM systems (Salesforce, Donor Drive, Crowd Change) while ensuring ongoing quality and integrity of data entry.
- Responsible for the development and implementation of donor care contact centre strategy and operational plans to deliver exceptional customer service. This includes the continual optimization of processes, contact centre technologies,
- Responsible for the day-to-day management of the donor care team including hiring, training, coaching and professional development
- Designs and implement donor care performance reporting including service level management, call handling metrics and quality metrics.



- Leads a high-performance team by providing coaching, recognition, and development opportunities.
- Works collaboratively with colleagues across the organization to support the planning and implementation of revenue development and mission programs.
- Acts as the primary liaison with Finance, IT and CRM teams to support monthly and year end reconciliations, telephony, and CRM systems.
- Oversees the development and administration of the Donor Care Budgets and ensures revenue and expense targets are met.
- Monitors external markets and continually assesses industry best practices and emerging trends.
- Work in compliance with the Occupational Health and Safety Act and its regulations
- Other duties as assigned.

### **QUALIFICATIONS**

- Related post-secondary education, preferably in marketing, business, or equivalent combination of education, training, and related experience
- A minimum of 7 years' experience with a strategic focus or combination of contact centre management, donation processing & operations, operations, preferably in the not-for-profit sector
- Exceptional leadership skills with a proven track record to inspire, motivate and develop team members
- Exceptional organizational, project management and analytical skills with the ability to multi-task in a fast-paced environment
- Strong working knowledge of CRM environments – Salesforce is an asset
- Previous management experience in overseeing budgets
- A team player with excellent organizational, time management, communication, problem solving, negotiation and analytical skills
- Advance level of proficiency in MS Office
- Bilingual French/English is an asset.

### **WORKING CONDITIONS**

- Office environment with occasional requirements to work outside of regular office hours
- Occasional day/overnight travel

### **PHYSICAL & MENTAL EFFORT**

- Works under pressure of tight deadlines, with high volume workload, and with multiple demands, changing priorities.
- Demonstrates emotional resiliency to be able to conduct cold-calls and continue to develop key stakeholder relations.
- Ability to work independently and exercise sound judgement



**A Criminal Background Check is required**

**After November 1, 2021, subject to relevant accommodations or exemptions, all new Make-A-Wish® Canada employees must be fully vaccinated for COVID-19 at least 14 days prior to their first day of work.**

#### **WHAT WE OFFER**

Make-A-Wish® Canada offers meaningful opportunities to make an impact. We are committed to fostering a culture that aims to change lives, foster compassion and better humanity.

In return for your contributions, we offer an attractive compensation package that encompasses a competitive salary, excellent benefits and the opportunity to have a rewarding employment experience where your contributions can make a true difference every day.

#### **HOW TO APPLY**

Qualified candidates are invited to send their resume and cover letter stating salary expectations, and quoting the reference **Director, Donor Care & Marketing Operations, Posting #MAW056** in the subject line of the email by December 10<sup>th</sup>, 2021, to:

Make-A-Wish® Canada  
Human Resources Department  
Hr.Recruitment@makeawish.ca

We thank all applicants for their interest and advise that only those selected for an interview will be contacted. No phone calls, please.

Make-A-Wish® Canada provides equal opportunity in employment and encourages applications from all qualified persons. Accommodations are available on request for candidates taking part in all aspects of the selection process.

#### **JOIN OUR ONLINE COMMUNITY**

For more information on how you can support Make-A-Wish® Canada or get involved please visit our website at [makeawish.ca](http://makeawish.ca).