



JOB POSTING

POSTING #: 2022-01

DIGITAL PHILANTHROPY COORDINATOR (FULL-TIME, PERMANENT)

THE OPPORTUNITY

Join one of the [Top 100 Charity Organizations](#) today! Since 2010, Charity Intelligence has awarded Eva's with the highest rating available based on financial transparency, accountability to donors and cost-efficiency.

Eva's turns youth homelessness into home

Black and Indigenous youth and young people of colour are overrepresented in homeless shelters and transitional homes in Toronto. They face higher rates of housing insecurity and barriers to accessing long-term housing due to the legacy of colonialism and anti-Black racism.

Eva's is rooted in the principles of social justice. If you have a history of working in social justice; have experience working in homelessness and/or housing; and want to be a leader in one of Toronto's most pressing social issues, read on.

By working with Eva's, you'll be doing more than helping give youth shelter. You'll be giving them strength for the future.

This position reports to the Senior Director, Philanthropy and will be working remotely until a return-to-work plan is implemented.

Applicants are encouraged to apply as soon as possible. Interviews will be conducted on a rolling basis.

ABOUT YOU

You're the ideal candidate if you fit the following:

You are highly passionate about fundraising and supporting the mission of helping homeless and at-risk youth. You are able to thrive in a fast-paced environment and work both independently and in a team setting.

RESPONSIBILITIES

- ◆ Support the development and execution of strategic briefs and digital fundraising campaigns aimed at both the acquisition of new donors as well as maintaining the annual fund of monthly and one-time donors.

- Work with the Communications Team to develop high-quality, compelling, and creative digital content.
- Review, update, track and schedule Eva’s online donor communications, such as emails, social media campaigns, e-newsletters, and ensure all the online content aligns with Eva’s guidelines, brand, and message.
- Assist with creating donation forms using the Raiser’s Edge NXT database and Online Express.
- Support the online experience for third party events and peer-to-peer events.
- Using CRM tools and Google Analytics, establish campaign performance metrics to help make data-driven decisions to optimize future campaigns.
- Provide accurate and insightful digital income analysis and reports to ensure digital fundraising delivers on target.
- Work with vendors and colleagues to ensure campaigns are running smoothly and timelines/goals are being met.

QUALIFICATIONS

- Post-secondary education in digital fundraising, marketing, digital communications, public relations, community development, is an asset.
- 3 – 5 years’ experience in a digital role, preferably in a non-profit/charitable sector.
- Experience creating content for digital fundraising campaigns and online communications.
- Previous experience working with Raiser’s Edge NXT or similar database and Blackbaud Online Express fundraising software is an asset.
- Strong knowledge and experience with managing WordPress content management system.
- Proficiency in Photoshop, Canva, video editing software, Google Analytics, and Microsoft Office Suite.
- Sound knowledge of digital campaign execution and a/b testing practices.
- Skilled in data analysis and reporting.
- Skilled in creative writing and copywriting.
- Clear understanding of at-risk, homeless and/or precariously housed youth, and the challenges and barriers to employment faced by diverse socioeconomically disadvantaged populations.
- Strong understanding of data as it pertains to digital fundraising campaigns, digital marketing, or digital communications.
- Strong understanding of gathering and analyzing performance data from digital campaigns.
- Proficiency with Microsoft Office Suite (Excel, Word, PowerPoint).

SALARY

The salary range for this position is \$55,200- \$69,000 annually with a comprehensive benefits package.

APPLY

Submit a cover letter and resume in one document by **5:00pm** on **January 18, 2022** to careers@evas.ca. Be sure to indicate **2022-01 Digital Philanthropy Coordinator** in the title.

CONDITIONS OF EMPLOYMENT

The City of Toronto has put in place a mandatory vaccination directive for City-funded shelters, and Eva's is obligated to comply with this legislation as per our funding agreement. In view of this, new Eva's employees are required to be fully vaccinated against COVID-19 as a condition of hire. New Eva's employees will be required to provide proof of full vaccination status to the People and Culture team via an upload in ADP upon been granted access. This information will remain confidential and will not be disclosed to Eva's staff or management. New Eva's employees will be entitled to reasonable accommodation in accordance with human rights legislation.

Please note that as a condition of employment, the successful applicant must complete a Vulnerable Sector Screening Police Reference Check. Eva's would like to thank all applicants for their interest; however, only those selected for an interview will be contacted. In keeping with our ongoing efforts to represent the diversity of our community, we strongly encourage people from diverse groups to apply. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), Eva's provides accommodation, accessible formats, and communication supports for the interview upon request.

Eva's is strongly committed to a workforce that reflects the diversity of the populations we serve. We encourage applications from all qualified individuals including applicants from all cultures, racialized communities, abilities, diverse sexual and gender identities, and others who may contribute to the further diversification of ideas. We are committed to a selection process and work environment that is inclusive and barrier free.

Eva's has taken active steps to reduce the risk of transmission within our shelters, click here to learn what we are doing: <https://www.evas.ca/blog/covid-19-update/>


LAND ACKNOWLEDGEMENT

We acknowledge the land we occupy is the traditional territory of many nations including the Mississauga's of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississauga's of the Credit and the Williams Treaty signed with multiple Mississauga's and Chippewa bands.

We also acknowledge all Treaty peoples – including those who came here as settlers – as migrants either in this generation or in generations past - and those of us who came here involuntarily, particularly forcibly dis-planted Africans, brought here as a result of the Trans-Atlantic Slave Trade and Slavery.

Eva's Initiatives for Homeless Youth

Administrative Office: 401 Richmond St W., Suite 245, Toronto, Ontario, M5V 3A8
Email info@evas.ca | Website www.evas.ca

   Connect with us @evasinitiatives