

Job Posting Direct Marketing Specialist

YSM is the vibrant, local Christian development agency that is leading an infectious movement – going beyond meeting immediate needs by offering holistic programs and a pathway that can transform the lives of people living with poverty in Toronto from merely surviving to thriving. Reporting to the Director of Development and Marketing, YSM is seeking a full time, **Direct Marketing Specialist** to be responsible for the implementation and assessment of the organization’s annual giving portfolio, providing seamless execution and ensuring all channels are meeting goals and functioning efficiently.

The ideal candidate must have an understanding of how to encourage annual supporters as the foundation of the YSM philanthropy program, moving each donor along the donor journey. Critical to the role is the coordination of direct response partners and other members of the Philanthropy team integrating their activities to ensure a strong return on investment.

Key Responsibilities:

- Acts as the day-to-day liaison with external vendors to ensure deadlines are met, all materials are approved by stakeholders and executed with best practice fundraising standards.
- Provide required organizational information that is timely, relevant and accurate ensuring that vendors have the most up-to-date information.
- Work with Manager, Marketing & Communications to request emotive stories tailored for use in annual giving initiatives.
- Develop and deploy all fundraising email appeals through Luminate Online using established templates, ensuring proper execution of related donation pages and performance tracking.
- Execute middle, monthly giving programs in order to maximize revenue targets.
- Coordinate the internal direct mail production process to ensure that all direct mail initiatives are printed/produced and approved according to Canada Post mailing standards.
- Work with the Database and Operations Manager to provide data lists for all annual giving appeals.
- Monitor and evaluate the performance of annual giving campaigns by effectively utilizing reporting tools in The Raiser’s Edge, Luminate Online and Google Analytics.
- Identify opportunities to increase efficiencies and maximize revenue and implement across all direct response channels.

Qualifications:

The successful candidate will have the following skills and training:

- Demonstrated life commitment to YSM’s Articles of Faith, principles of mission and values
- 2-4 years working experience in a similar role, ideally non-profit.
- **Must** have 2 years working experience in CRM software ideally The Raiser’s Edge and Luminate Online.
- University degree or college diploma in direct marketing or fundraising
- Strong analytical skills and technical aptitude.
- Ability to reprioritize in a fast-paced service-oriented environment.
- Strong project management & problem solving skills
- A police check will be required

Send resume, cover letter with salary expectations in confidence to: people@ysm.ca include in the email subject line: “Direct Marketing Specialist”.

While we appreciate all responses, only candidates under consideration will be contacted. Learn more about YSM at www.ysm.ca