



## **DEVELOPMENT OFFICER**

The Guelph Humane Society (GHS) advocates for all animals and in particular those animals whose lives it can influence through care, education, community engagement and relationships.

Are you passionate about the critical role that animals play in our lives, the important connection between animals and their people? Do you want to be part of a team that helps countless vulnerable animals in our community? Are you passionate about the role philanthropy plays in advancing this work?

Under the direction of the Director of Development and working closely with members of the Development and Marketing and Communications teams, the Development Officer will manage the Annual Giving program at the Guelph Humane Society (GHS). Responsibilities will include coordination of direct mail and digital asks, new donor acquisition and retention, donor stewardship, special fundraising campaigns and database management. This position plays a crucial role in planning and organizing fundraising efforts and requires strong skills in relationship building and communications to effectively support GHS's mission and financial sustainability.

### **KEY RESPONSIBILITIES:**

- Manage annual giving program and all multi-channel elements to acquire, retain and upgrade donors. This includes, but is not limited to direct mail appeals, special campaigns, digital giving etc.
- Lead activities related to adopter acquisition strategy, working closely with the Director of Development and the Donor Relations Manager.
- Develop queries, metrics and tracking to measure and analyze program effectiveness.
- Have familiarity with social media platforms and their use in successful fundraising, working together with the Director, Communications and Community Engagement.
- Maintain the GHS Story Bank, including curating stories, communicating with adopters etc.
- Responsible for stewardship and recognition initiatives for cumulative giving under \$1,000.
- Maintain excellent relationships with partners, supporters, sponsors, donors and all other staff and volunteers.

## **ABOUT THE ROLE / WHAT THE ROLE OFFERS**

The Guelph Humane Society's (GHS) strategic plan, Charting Our Future Direction (2024 - 2027), sets out GHS's commitment to creating a compassionate world where all animals are valued and respected and one that is deeply rooted in our values of compassion, leadership, integrity, transparency and collaboration. It recognizes we have reached a pivotal moment as the needs of our community expand through increased animal ownership, housing shortages and the rising cost of living. The opportunity to advance the welfare of animals through care, education, community engagement and relationships has never been greater.

The Development team at GHS, together with the Marketing & Communications team is responsible for GHS's externally facing initiatives. The team is fundamental to achieving our goal of inspiring the community to join us. Animal welfare is at the heart of our mandate, and therefore at the centre of everything we do. You must have a strong commitment to animal welfare and be keen to learn more about how this fits into the work that we do.

## **WHAT YOU OFFER / ABOUT YOU**

- You have 3 years of experience in annual giving level fundraising with an ability to assess trends and develop successful strategies for raising revenues.
- You have excellent relationship management and donor stewardship skills.
- You have demonstrated experience with fundraising communications, digital campaigns and relationship-based fundraising.
- You possess strong verbal and written communication skills including experience with development and communications.
- You have experience working with databases, including strategic use of donor data.
- You possess excellent organizational skills.
- You have proficiency in using the MS Office suite, including Outlook, Word, Teams and PowerPoint.
- You have experience working with Raisers Edge NXT, or other related CRMS.
- You have proven experience working cross-functionally, with team members at all levels and an ability to manage and implement multiple projects.
- You possess a proven ability to work independently and collaboratively in a fast-paced environment.

## **WHAT WOULD MAKE YOU EXTRAORDINARY**

- You have experience in the animal welfare/animal protection sector and/or you have a deep passion for animals and the role they play in our lives.
- You are creative, innovative and like to think outside of the box when it comes to fundraising.
- You are self-motivated, high energy and results oriented with a drive to exceed expectations and you are looking for a role that will provide a challenge and opportunities for growth.

## **WHAT WE OFFER / ABOUT the GUELPH HUMANE SOCIETY**

- Full-time (approx. 40 hours/week) permanent position. Flexibility is needed for some evening and weekends.
- This position primarily works at the Guelph Humane Society, located at 190 Hanlon Creek Blvd. There is an option for working remotely one day/week.
- Requires a current driver's license and access to a reliable vehicle.
- Competitive paid time off, including vacation and personal days.
- Group insurance benefits include dental, health, and vision care.
- Opportunities for training and development.
- Amazing colleagues who are very committed to GHS's mission!

If you are someone who thrives on challenge, loves to be part of a dynamic team and you are passionate about making a difference for animals, then this opportunity is for you! Don't think you check all the boxes? Reach out anyway - we would love to hear how your experience translates to this role. **Please apply by Monday, September 9th.**

Submit your cover letter, salary expectations, and resume by  
Monday, September 9, 2024 to:

Kim Robinson, Director of Development Email: [krobinson@guelphhumane.ca](mailto:krobinson@guelphhumane.ca)  
Subject line: "Development Officer"

*We welcome diversity, value differences, and foster inclusion in our employment practices. We invite applications from all qualified individuals who are philosophically aligned with our mission, vision, and values.*

*GHS has a mandatory vaccination policy currently in place with accommodations based on the Ontario Human Rights Code.*

*GHS welcomes and encourages applications from individuals with disabilities. Accommodations are available on request for candidates taking part in all aspects of the recruitment process.*

*GHS only considers applicants who are legally entitled to work in Canada. We thank all applicants for their interest; however, only candidates selected for an interview will be contacted.*

**ORGANIZATION:** The Guelph Humane Society (GHS) advocates for all animals and in particular those animals whose lives it can influence, through care, education, community support, protection, and leadership. Founded in 1893, the Guelph Humane Society provides care and shelter for approximately 3,000 homeless, stray, injured and abused animals each year in Guelph and Wellington County. GHS is a registered charitable, non-profit organization that does not receive government funding. The GHS's hiring philosophy goes beyond just filling positions - it is interested in finding people who are passionate about animal welfare, who want to make a difference in the community, all while working as part of a positive and productive team of people. Visit [www.guelphhumane.ca](http://www.guelphhumane.ca) to discover more.