Digital Fundraising Coordinator (Vancouver, BC)

The Wilderness Committee has an exciting opportunity for a passionate fundraiser and Customer Relationship Management (CRM) marketing specialist to leverage their Salesforce nonprofit platform and Pardot marketing automation technical skills to improve donor engagement and increase organizational revenue. Based in our Vancouver head office, this position is a full-time, 1-year term, with the possibility of extension. The Wilderness Committee has a 37.5 hour work week, Monday-Friday from 9am-5pm.

The Wilderness Committee is a grassroots, people powered wilderness preservation group that has a history of more than 40 years on the front line of environmental battles across Canada, with offices in Vancouver, Victoria, Winnipeg and Toronto. Recognizing that enshrining Indigenous rights and title is fundamental to addressing the biodiversity and climate crises, we have helped protect millions of hectares of wilderness, defended the most at-risk species in government offices and court rooms, and worked tirelessly to fight irresponsible fossil fuel development wreaking havoc on the climate as we advocate for a just transition to a post-carbon society.

As the successful candidate, you have proven experience working with nonprofits using Salesforce and are ready to use these skills to optimize the Wilderness Committee’s use of all aspects of this platform and are capable of building templates and reports, able to do bulk data analysis, hygiene, segmentation, updating and importing, and adept at troubleshooting technological challenges and problem-solving issues.

As a committed fundraiser, you look forward to taking your head out of the database from time to time to reach out and steward donors in person, over the phone or email to strengthen relationships and engagement on our work. As a strategic thinker, you await the opportunity to use your skills to improve the direct mail fundraising program, monthly donor strategies and the overall donor stewardship plan. You are confident you can combine technical skills with fundraising knowhow to improve online giving pages, website and webstore marketing, and third-party fundraising sites — no matter what the system you can pick it up and apply best practices in engagement to improve the donor journey. Most of all, you are looking for your next position in the fight for environmental and social justice.

As the Wilderness Committee Digital Fundraising Coordinator, it’s your responsibility to:
- Coordinate all elements of the Salesforce CRM to ensure data hygiene, integrity and alignment
- Use data analysis, analytics and segmentation to support strategic donor communications
- Identify and implement CRM structure changes, updates and improvements, and build templates and reports to strengthen workflows and optimize use of Salesforce CRM and Pardot digital engagement software
- Collaborate with the fund development team to support the direct mail program
- Improve content and integration of website fundraising pages, the webstore, online giving pages, and third-party fundraising sites to improve the donor journey
- Implement donor stewardship and engagement strategies including donor thank you calls, emails, welcome packages, and support retention, recapture and upgrade activities
- Other duties as required to support the fund development and finance teams

You will have:
- At least 3 years demonstrated fundraising experience in the non-profit sector
● A post-secondary degree in fundraising, marketing or digital engagement, or a combination of equivalent education and experience
● Advanced skills and training with the Salesforce CRM, at least 2 years experience using it to optimize non-profit fundraising and using Pardot digital engagement software
● Demonstrated experience building templates, reports and identifying workflow improvements within Salesforce CRM
● Proven experience with bulk data segmentation, hygiene and updating including advanced use of Microsoft Excel
● Thorough knowledge of face-to-face, phone and online giving and engagement strategies
● Demonstrated experience with a variety of web management tools and HTML language, experience with Drupal, Shopify and Form Assembly an asset
● Strong interpersonal skills (written and verbal), an ability to develop a positive rapport with people and build relationships

You will be:
● Passionate about the Wilderness Committee’s mission and core values
● Analytical, creative, and used to thinking outside the box
● Able to handle a large volume of work, with excellent organizational skills and the ability to prioritize multiple tasks
● A self-initiated problem solver who is reliable and enthusiastic
● Adaptable and flexible to work in collaboration with others as well as independently
● Committed to creating a positive and healthy workplace environment

Salary: $60,500 annually

The Wilderness Committee is committed to employment equity as an ongoing process. We encourage qualified applicants from underrepresented groups, including women, Indigenous persons, racialized communities, persons with disabilities, and members of sexual or gender minority groups.

Conditions of employment: This is a full-time, 12-month term position, unionized with BCGEU Local 2003 and thus all pay and benefits are determined by the Collective Agreement including annual paid vacation time and a year end closure, comprehensive medical and dental benefits and a health savings account. The Wilderness Committee has a 37.5-hour work week, with a hybrid workplace model with part-time required in the Vancouver office.

Closing Date: Monday, October 9, 2023 at 5pm Pacific Time. No phone calls or drop-ins please. Interviews will be held on a rolling basis as qualified applicants are received, so please apply early.

If you have a combination of skills and experience that you think make you a good candidate for this position, please don’t hesitate to apply. We look forward to hearing from you. Please send a cover letter and a resume in a SINGLE PDF with Digital Fundraising Coordinator, Vancouver in the subject line to hiring@wildernesscommittee.org