

## Charity Engagement Specialist/Inside Account Manager

CanadaHelps is looking for an energetic, versatile, quick-learning, account manager with a passion for social change and experience in sales or fundraising to join our team. This is an opportunity to join one of Canada's first, and North America's most successful, social enterprises. We have a small, dedicated team of entrepreneurial-minded peers who have a passion for helping small and medium sized charities succeed, while engaging with donors to increase giving in Canada.

We believe technology and data are transformational game-changers for generating social profit. We democratize access to technology by providing affordable, online fundraising and training tools to more than 16,000 registered charities across Canada and collect donations for 70,000 others. We're in an exciting period of product and data strategy development, combining the opportunities for both social impact and career growth in an entrepreneurial but well-established organization.

### The focus of this role is:

- **Maintaining strong relationships** with existing charity partners through service, regular communication, and anticipating needs. We work with some dynamic charities doing amazing things and we need to be in constant contact so they understand how to use us as a catalyst for their success.
- **Growing existing partnerships** with charities that are scaling in fundraising. We need you to tell our charities about the new online fundraising tools we've built, and teach them how to work with us so they can raise more and do more.
- **Developing new partners** by building relationships with prospective charities, and growing the number of smaller charities that use CanadaHelps' platform for their fundraising.

### You will excel in this role if you:

- Can persuade and influence others while maintaining the highest level of respect and integrity;
- Building relationships with potential clients from prospect through to partnership;
- Have a client-service orientation and a desire to exceed partnership expectations;
- Are organized, attentive to detail, and results-oriented;
- Can manage competing demands for attention, and several relationships at different stages along the relationship funnel;
- Can work independently and with little supervision;
- Are not afraid to pick up the phone – previous experience in call-centre or client/donor service is a plus; and
- Are passionate and knowledgeable about technology – we are a technology charity building online tools, and digital workplace tools and social media are part of who and what we are.

### Responsibilities:

- Develop strong relationships with charity partners by maintaining regular contact and communication; trouble-shooting, problem-solving, gathering feedback and input, anticipating partner needs, and being pro-active; and updating partners on new products, features and services.
- Upsell new products, features and services; identifying and developing needed collateral and developing effective strategies for new client onboarding (with Marketing); participating in industry events; and promoting our services through appropriate retail and industry channels. Yes, we want you to be a voice with us, writing, speaking and participating in the charitable sector. We are sponsors of some of the most awesome conferences and events in Canada, you are going to be a part of this.
- Prospect new opportunities, including helping to identify, evaluate, and qualify best opportunities and leads; segmenting opportunities and leads; developing effective strategies for major segments. Yes, this is like sales, but it's more about being scrappy. Great charities end up paying too much to for-profits to do what we can offer them at much less cost. In this role, you can pick up the phone (or Tweet, message, Insta...) and talk to Canada's most impactful organizations. If you're obsessed with social-impact you're going to thrive in this role.
- Conduct **daily calls** and regular meetings to clearly demonstrate the competitive advantage and value of CanadaHelps' charity products, and drive a traditional sales conversion. Yes, the phone. Yes, a sales process. But someone with an annual giving background is needed because we're still helping charities fundraise. You'll get training on the process and you have access to have meetings, but we want to be up front: the phone is a big part of this role. Major gift and sales aspirants don't be put off though, this is the transitional role you're looking for. We'll help you to take your previous experience from inside to eventually more outside engagement. It's 2016, we're not kidding ourselves that you'll work with us forever. What we can promise is that this is a job that is about growth in your skills and career.
- Maintain expert-level knowledge of CanadaHelps products and how to apply them for charity partners.
- Research and follow-up on prospective charity partners. This is more fun than it sounds – haven't you been curious about how other charities fundraise? Your job is to find out and where we can help them, and get right in there and make great fundraising happen. We partner on amazing campaigns with the charities you have always wanted to work with, and others you may have never heard of.
- Monitor CanadaHelps competition for sector trends, changing pricing, and service offerings.
- Stay informed about the charitable sector, fundraising strategy and be open to being a part of it.
- Assist in the development of sales material, and charity engagement and marketing strategies for lead generation in collaboration with the VP Community Engagement.
- Supply CanadaHelps' management with information on partner needs, interests, competitive activities, and potential for new charity products.
- Keep accurate and up-to-date records of all activity in the CRM.
- Lend support to VP Community Engagement, as needed.

### Skills and Experience:

- 1 to 3 years in an annual giving role at a charity is an ideal career stage to apply for this position OR 1-2 years of sales experience, preferably selling to small to medium-sized businesses; these are two different types of people but both would be ideal for this role;
- Passion for the charitable sector, fundraising and social innovation, a willingness to learn and most of all a **curiosity** for how it all works;
- Excellent verbal (phone and in-person) and written communication and presentation skills; and
- Experience building and nurturing relationships from prospects through to partnership.

### Here's what we have to offer:

- **For someone with a charity background:** A unique phase in a fundraising career, have you spent a few years as an annual giving officer or fundraising coordinator with a charity? With us you'll get to work with hundreds of charities on their online giving, annual programs, growing monthly giving, empowering major and planned gifts. You're going to participate in the conversation, not just read about it in Hilborn, AFP, CharityVillage and other publications. You're going to BE at AFP Congress and other sector events representing us. Eventually we want you to become a voice in the sector. This is a team that is behind you, not in front of you.
- **For someone with a sales background:** An escape from the corporate world, with an opportunity to work in environment where you can see the difference your efforts make to worthy causes all across Canada. You'll get to flex your sales muscle and see impact as part of an organization that went from idea to \$100 million in the past 15 years. We want someone who is good on the phone but is interested in growing a role in account management too.
- Unique opportunity to add major value as a key member of a small team in a forward-thinking, technology-focused environment, with dynamic opportunities and interesting challenges.
- Opportunity to work with, and learn from, highly-respected professionals with experience in a variety of sectors like business leadership, e-commerce, fundraising and marketing.
- Work in a no BS, "get things done", open, collaborative and flexible environment. We don't like meetings for no reason, group emails and time wasting office stuff. This is a start up atmosphere where the curious and capable thrive.
- A full-time, permanent position with a competitive salary, bonus potential based on sales, and excellent benefits and RRSP matching.

Please submit your **resume** and **cover letter** by email to [careers@canadahelps.org](mailto:careers@canadahelps.org) by **September 30, 2016**. Please include **"Charity Engagement"** in the **subject line** of your email. While we thank everyone for their interest, only those selected for an interview will be contacted. No phone calls please.