

## Donor Experience Coordinator (Internship)

At Tearfund, you join other Christians around the world who are passionate about ending poverty and believe that the poor are precious to God. We believe that working with the local church is the best way to transform lives, restore relationships, and help people be lifted out of poverty. When disasters strike, we respond quickly. We won't stop until poverty stops.

### Is this Role for you?

- Are you passionate about working to see all people freed from poverty, living transformed lives, and reaching their God-given potential?
- Do you believe that God is working powerfully in the world, using his church to accomplish his mission?
- Do you see your work as ministry and are you passionate about using your skills to the best of your abilities as an act of worship?
- Are you passionate about building movements? Getting people excited about addressing the injustice and poverty in the world?
- Do you demonstrate an exceptional level of initiative, flexibility and creativity?

If so, we encourage you to apply.

### Position Profile

<b>Position</b>	<b>Donor Experience Coordinator (Internship)</b>
Reports to:	Marketing and Communications Manager
Location	Markham, Ontario
Position Type	Full time (35 hours/week)
Compensation:	\$16/hour
Dates	May 11, 2020 – August 28, 2020
Application Deadline	April 5, 2020

### Role Description

As the Donor Experience Coordinator, you will play an important role in Tearfund's marketing team. You will be expected to take initiative and constantly think of new ways to make donating to Tearfund an incredible experience.

With the marketing manager, you will spearhead projects that will increase donor loyalty and satisfaction. You will learn about relationship building and grow the faith of donors across Canada.

You will be intimately involved in two large church engagement projects – Tearfund Sunday and Tearfund's Big Quiz (new this year).

### Overview of Activities

- Analyze current donor database trends to inform strategic objectives and plan

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- Perform external market and trends analysis to inform Tearfund's donor acquisition and engagement strategies.
- Improve the current donor journeys to improve experience and increase loyalty
- Work with the digital marketing specialist to increase donor leads at the top of the marketing funnel and ensure the donor journey is consistent across channels
- Support church engagement initiatives such as Tearfund Sunday and Tearfund's Big Quiz through development of materials and phone calls
- Telephone current and past donors to build relationships and advance Tearfund's ability to minister to the poor by increasing donations.

## Qualifications

- Fully aligned with the vision, mission, and values of Tearfund Canada, including the Statement of Faith and Community Commitment
- A passion and willingness to learn about international development and Tearfund Canada's mission
- Pursuing or graduated from a degree or diploma in psychology, sociology, communications, or related field
- Strong combination of analytical ability and empathy
- A strong understanding of human psychology and behaviour
- Strong attention to detail and professionalism in writing
- Confidence in designing graphics for social posts, digital advertisements, emails, and website
- Familiar with marketing applications like hootsuite, Mailerlite, mailchimp, sprout social, or equivalents
- A team player, but also able to work independently without supervision
- Works well under pressure with tight deadlines and shifting priorities
- Added Bonus: Knowledgeable about Google advertising and Facebook ads

## Application

To apply: Email a cover letter and resume to [hr@tearfund.ca](mailto:hr@tearfund.ca). Your cover letter should include a description of:

1. Why you're the right fit for this position
2. Your related education and experience.
3. How you would integrate your faith with this role

Note: Applications will be accepted until 11:59 pm on April 5th, 2020. *No phone calls please.*

### \*\*\*IMPORTANT - PLEASE READ\*\*\*

This is a Canada Summer Jobs position and therefore the candidate must:

- be between 15 and 30 years of age at the start of the employment\*
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment\*\*; and,



- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

\*The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.

\*\*International students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada. Youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible. As the objective of the Canada Summer Jobs program is to support youth entering the Canadian labour market, the temporary nature of an international student's time in Canada does not allow for a long-term connection to the labour market.

Please note that “as in 2019, funded employers are no longer restricted to hiring students: all youth aged 15 to 30 years may be eligible participants.”

*Qualified candidates must be able to demonstrate a commitment to the core values and Christian mission of Tearfund Canada.*

*Tearfund Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*

We thank all applicants for applying, however will only reply to those selected for interviews.

To learn more about Tearfund Canada, visit [Tearfund.ca](http://Tearfund.ca)