

JOB DESCRIPTION

Manager, Donor Engagement & Stewardship

Reports to: VP of Philanthropy

Working Conditions: Full-time, Monday-Friday, with occasional evening and weekend work. This position is remote and may be based anywhere in Canada. Occasional travel within Canada may be required.

POSITION SUMMARY:

The Manager, Donor Engagement & Stewardship is responsible for developing and implementing a comprehensive stewardship and recognition program that ensures consistent, meaningful engagement across all individual giving segments throughout their relationship with Food Banks Canada.

The Manager, Donor Engagement & Stewardship is accountable for the full donor engagement lifecycle—from the development of cultivation tools and engagement plans to execution, recognition, and ongoing stewardship. This role also oversees the execution of contractual stewardship, fulfillment and recognition deliverables for individual donors. The Manager, Donor Engagement & Stewardship focuses on enhancing the donor experience, strengthening relationships, and supporting retention and long-term value.

In addition, the Manager, Donor Engagement & Stewardship works cross-functionally with other stewardship-focused roles and internal teams to ensure alignment across donor touchpoints, supporting a coordinated and high-quality donor experience organization-wide.

Key RESPONSIBILITIES:

Stewardship Strategy & Program Development

- Lead, in collaboration with the VP, the development and continuous improvement of a comprehensive donor stewardship and recognition program across all individual giving segments
- Design and implement segmented donor journeys to ensure consistent, meaningful engagement throughout the donor lifecycle
- Establish frameworks and standards for donor recognition, engagement, and fulfillment activities

Donor Engagement & Communications

- Develop and oversee the execution of donor-facing stewardship materials, including impact reports, recognition pieces, and engagement communications
- Create personalized and segment-specific donor experiences that strengthen relationships and support retention
- Identify and lead opportunities to incorporate donor storytelling, impact narratives, and campaign insights into engagement materials, including annual reports, video scripting, and other multimedia content
- Proactively engage with donors through direct outreach, including thank-you calls and other personalized touchpoints, to strengthen relationships and enhance the donor experience

Donor Recognition & Fulfillment

- Oversee the execution of stewardship and fulfillment deliverables for individual donors, ensuring accuracy, consistency, and timeliness
- Manage the production and distribution of donor recognition assets and communications
- Ensure donor recognition activities are aligned with segmentation and giving levels

Data, Reporting & Insights

- Develop and deliver donor impact reports and stewardship summaries for internal and external use
- Gather, analyze, and synthesize donor data, campaign outcomes, and engagement metrics to evaluate effectiveness

- Recommend improvements to stewardship strategies based on insights and feedback

Systems & Process Management

- Maintain systems and processes that track donor interactions, stewardship activities, and recognition deliverables
- Ensure accurate documentation of donor engagement in CRM or relevant systems
- Develop and refine the tools and platforms that enable donor engagement and stewardship

Cross-Functional Collaboration

- Work closely with internal teams (e.g., fundraising, communications, marketing, and operations) to ensure alignment across donor touchpoints
- Act as a key liaison to coordinate donor engagement efforts and ensure a cohesive donor experience
- Contribute to campaign planning and post-campaign evaluation, including insights and recommendations for improvement
- Lead and mentor team members, providing guidance and support to ensure the team consistently delivers high-quality work to meet the expectations of donors
- Develop, distribute, analyze, and report on the Donor Affinity Survey, annually
- Other duties as assigned

CORE COMPETENCIES:

1. **Relationship Building & Collaboration:** *Builds effective relationships and cooperates with internal and external stakeholders to strengthen Food Banks Canada’s culture, support diversity and inclusion in the workplace, and achieve shared goals.*

Behavioural Indicators:

- Seeks opinions from others and encourages collaboration across teams and departments
- Works cooperatively with other departments and/or agencies to facilitate goal completion
- Models the workplace culture and values through interactions with others
- Builds, maintains, and leverages internal and external relationships to further the organization’s goals
- Defuses tense situations and interpersonal conflicts that arise in workplace relationships
- Engages in difficult conversations as needed to resolve conflict and build stronger working relationships

2. **Commitment to Results:** *Demonstrates commitment to Food Banks Canada’s mission and purpose, uses effective planning to determine the steps needed to achieve results, and is accountable to following those steps to reach goals.*

Behavioural Indicators:

- Monitors one’s own work and, where applicable, the work of others, measuring results against expected standards
- Takes initiative in setting strategic goals for self and others (where applicable) and is accountable for ensuring those goals are achieved
- Seeks out ways to improve efficiencies in processes and resource utilization
- Stays focused on the big picture and shifts actions as priorities change to ensure desired outcomes are achieved

3. **Flexibility & Adaptability:** *Easily adapts to different conditions and scenarios within one’s role and the organization and demonstrates openness to new ways of doing things.*

Behavioural Indicators:

- Uses creative thinking to innovate processes and recommend changes

- Adjusts individual and team goals, priorities and plans in response to changing circumstances
- Creates implementation strategies for changes that impact a team or individuals
- Anticipates the impacts of a change and proactively prepares others
- Models to others how to adapt and perform effectively in a continuously changing environment
- Effectively directs others through change

4. Problem Solving & Judgement: *Assesses situations, analyzes information, and uses sound judgment to find solutions to issues and mitigate risk, soliciting input from others where appropriate.*

Behavioural Indicators:

- Resolves complex problems and supports others in problem solving
- Considers cost and efficiency when making decisions
- Empowers and encourages others to identify and propose solutions to issues
- Takes ownership of and ensures decisions are aligned with the organization's mission
- Gathers and integrates information from various sources to find a solution
- Considers risks before making a decision and adjusts approach to mitigate potential risks

5. Communication: *Listens actively and clearly conveys information and ideas verbally and in writing, in a professional and respectful manner, to ensure mutual understanding.*

Behavioural Indicators:

- Uses judgment and influence in presenting information, making recommendations, or negotiating agreements
- Easily adapts communication style to different audiences and individuals to achieve the desired outcome
- Communicates with tact, diplomacy, and empathy, especially in difficult and sensitive conversations
- Explains analysis and rationale to obtain cooperation and consensus

6. Business Acumen: *Demonstrates an understanding of business operations, considers business implications of decisions, ensures appropriate resource allocation, and evaluates business practices for efficiency and areas for improvement.*

Behavioural Indicators:

- Demonstrates an understanding of Food Banks Canada's business operations
- Uses an efficient and effective level of resources to achieve objectives and add value
- Considers relevant business and financial data to make decisions that bring value to the organization
- Considers the wider impact of decisions on the organization and aligns individual and team actions with desired business outcomes
- Utilizes funds responsibly and makes recommendations to improve efficiency
- Seeks out opportunities to learn about Food Banks Canada's operations and to improve own business knowledge

7. Organizational Leadership: *Sets strategic goals for self and others, develops processes and organizes resources to meet goals, and leads groups, individuals, and/or business functions to support Food Banks Canada's mission.*

Behavioural Indicators:

- Creates effective workflows to coordinate tasks and functions, manages own workload and, where applicable, the workloads of a team to ensure tasks are achievable
- Establishes strategic direction for a team or functional area, sets goals, and supports individuals and teams in achieving goals
- Organizes people and/or functions and delegates activities
- Establishes clear, well-defined processes and systems to achieve desired outcomes

- Leads, coaches, and motivates individuals within their team or functional area, including managing performance if supervising direct reports
- Models the organization's culture

KNOWLEDGE, SKILLS & ABILITIES:

- Well-honed collaboration and multi-stakeholder engagement skills
- Confident, polished, and excellent verbal and written communication skills
- Demonstrated competency in project development, project management, and issue management
- Ability to leverage data analytics and donor insights to guide engagement strategy, enhance personalization, and drive donor retention and growth
- Excellent interpersonal (EQ) and customer service skills (political acuity)
- Works well in a team environment and able to interact well with food bank network, volunteers, vendors, the public and colleagues
- Strategic mindset and creative approaches to problem-solving and deepening relationships while driving results
- Detail-oriented, able to multi-task and effectively coordinate multiple projects, deadlines, and priorities
- Exceptional attention to detail and accuracy including strong proofreading skills
- Strong written communication skills, including experience writing case for support materials, impact reports and email engagement series
- Ability to think both tactically and strategically
- Strong technical skills: learn/understand CMS (content management system), databases (ideally Microsoft Dynamics), e-mail programs (MailChimp and Customer Insights), file sharing (e.g. Dropbox), ability to learn other web-based systems (e.g. analytical tools such as Google analytics and email analytics), knowledge of Adobe design programs is an asset
- Committed to organizational mission of reducing hunger
- Bilingualism (English/French) is an asset

EXPERIENCE, EDUCATION & QUALIFICATIONS:

- Completion of an undergraduate degree or equivalent in marketing, fundraising management, public relations, or communications
- Minimum 4 years' professional experience in development/fundraising for a not for profit or charitable organization or marketing management position
- Experience with managing donor and vendor relationships, activations, and the donor cycle
- Volunteer experience particularly in food banks and/or hunger reduction is an asset

This job description is provided to capture the primary components of this role. It is not meant to be an exhaustive list. An individual may be required to perform other tasks which may not be listed but are consistent with the general intent of this role.

From time to time, Food Banks Canada may make changes to this job description. Reasons for such changes include, but are not limited to, changes in business processes and practices, technology changes, legal requirements, network feedback, or changes to organization structure and reporting relationships.