



Donor Relations and Marketing Coordinator

Seva Canada, an international development organization focused on restoring sight and preventing blindness in low- and middle- income countries, is seeking a full time Donor Relations and Marketing Coordinator to join our small team.

The Donor Relations and Marketing Coordinator reports directly to the Donor Relations and Operations Manager, and will support the Seva Canada team in enhancing the donor experience, raising the profile and awareness of the charity, and increasing the office's efficiency.

Seva Canada offers a hybrid work environment, and is a casual, dog-friendly office. Our team is made up of 4 full-time staff (who primarily work in the office, and work from home 1 day per week) and 2 remote staff (who come in periodically). We also have two four-legged furry staff members, one of whom is in daily.

We are looking for a detail-oriented self-starter who is eager to join a fun and engaging team where they can learn and grow.

Donor Relations Responsibilities:

- Donor support & donation administration including: processing donations, generating tax receipts, donor mailings and thank you calls
- Managing day-to-day correspondence and fulfilling donor requests
- First point of contact for donors in the office and on the phone
- Maintaining and updating donor database and Mailchimp
- Volunteer management
- Fundraising research support for prospects and grants
- Formatting proposals, reports and presentations for a variety of audiences
- Assisting with events, including Annual General Meeting, World Sight Day, board meetings and 3rd party donor events
- Taking on other related duties and projects as required

Marketing Responsibilities:

- Working with the Marketing Director on social media strategy and search engine marketing and optimization
- Create and implement social media posts including graphics, reels, stories and videos (primarily on Facebook, Instagram, Twitter and LinkedIn)
- Monitor website and social media results, stay up to date on trends and generate reports, provide recommendations and optimize campaigns
- Create social media campaign toolkits for the board and influencers
- Write blog posts, stories, and newsletter content
- Review and edit existing web content as well as post new
- Create media and influencer lists
- Update and organize photo and story databases
- Organize collateral and products

Qualifications:

- Strong organizational skills and able to manage competing priorities in a dynamic environment
- Detail oriented & able to adhere to and maintain administrative procedures
- Works well with a team and independently
- Experience on most major social media channels, primarily Facebook, Twitter, Instagram and LinkedIn
- Strong proficiency in Microsoft Office
- Strong interpersonal, written and oral communication skills
- Ability to travel internationally

Assets:

- Experience using donor databases such as ETapestry or other Blackbaud products
- Creative writing and storytelling skills for print and web
- Experience with WordPress websites
- Experience in fundraising, marketing, or operations/administration
- Interest in international development and learning how a small-to medium charity operates

Compensation

- \$47,000-\$50,000
- Competitive medical benefits after 3-month probation period
- 3 weeks' annual vacation to start
- Opportunity to travel internationally
- Opportunity for professional development

Please apply by **Friday June 16** with your resume and cover letter to the Donor Relations and Operations Manager at operations@seva.ca

We thank all applicants for their interest; however, only those individuals selected for an interview will be contacted.

About Seva Canada

Seva Canada is a Vancouver-based charitable organization whose mission is to restore sight and prevent blindness in low- and middle- income countries. Seva believes that giving sight to a blind person is the most effective way to relieve suffering, reduce poverty and transform lives. Seva creates sustainable eye care programs that achieve long-term change, are culturally sensitive and reach those most in need – women, children and people living in extreme poverty and isolation.

We seek to increase the diversity and representation of the Seva Canada community and strongly encourage applications from racialized persons/persons of colour, Indigenous individuals, persons with disabilities, women, LGBTQ2S+ persons, and other under-represented communities.