

Job Title: Fundraising Officer, Mass Market

Location: Toronto, Canada (Only candidates who are eligible to work legally without work visa sponsorship in Canada will be considered.)

Contract Type: Full-time (40 hours per week), Permanent

Target Hiring Salary: CAD 64,396 – 68,000 per annum (before taxes)

Target Start Date: As soon as possible

Application Closing Date: August 17, 2025 23:59 EDT - **Please note that applications will be reviewed on a rolling basis, you are encouraged to apply as soon as possible.**

About Right To Play:

For more than 25 years, Right To Play has been protecting, educating, and empowering millions of children each year to rise above adversity through the power of play.

We offer programs in 14 countries across Africa, Asia, the Middle East and North America, reaching millions of children each year in some of the most difficult places on earth, helping them to stay in school and learn, overcome prejudice, heal from trauma, and develop the skills they need to thrive. We do this by harnessing play, one of the most fundamental forces in a child's life, to teach children the critical skills they need to dismantle barriers and embrace opportunities, in learning and in life.

This work is supported by our two global offices in Toronto, Canada and London, UK; and seven National Offices in North America and Europe.

Benefits:

- Connect and collaborate with a global team who are passionate about protecting, educating and empowering children and youth using the power of play!
- Culture premised on our [Culture Code](#) (**accept everyone, make things happen, display courage, demonstrate care, and be playful**)
- Paid leaves (15 days annual leave and 3 personal days per year)
- Competitive benefits such as medical insurance, group RRSP plan, and gym membership
- Learning opportunities and 5 learning and development (L&D) days per year
- Flexible work policy
- Maternity/paternity/parental leave top up and support

Application Method:

Apply with your resume and cover letter in English via the application link:

<https://righttoplay.hiringplatform.ca/216689-fundraising-officer-mass-market/966340-application-form/en>

Please note that applications will be reviewed on a rolling basis, you are encouraged to apply as soon as possible.

As part of our selection process, final candidates will be required to complete security checks and Vulnerable Sector Check or equivalent criminal record check as a condition of the offer. More details about our recruitment process is available [here](#). Safeguarding information is available [here](#).

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We strongly encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play.

We value and promote a culture of diversity, equity, inclusion, and belonging. We are committed to providing accommodations to candidates with disabilities during the recruitment and selection process, and thereafter. Please reach out to the People & Culture team by email at careers@righttoplay.com. All information provided will be treated as confidential and used only to provide an accessible candidate experience.

Job Description:

Job Title: Fundraising Officer, Mass Market	Grade: 6
Reports to: Senior Manager, Individual Giving	Location: Toronto, Ontario
Direct Reports: NA	Department: Canadian National Office

1- Purpose:

This role is responsible for the mass market revenue stream program (\$1,000 or less annually,) at the Canadian National Office (CNO). The role will support the Senior Manager in developing strategies for the program, and coordinating, executing and evaluating stewardship and engagement activities for mass market. The role is also the primary point of contact for mass market donors and others seeking customer service from RTP.

2- Accountability & Responsibilities:

- **Lead** donor fundraising, stewardship and engagement activities and evaluation of mass market program at the CNO including designing, planning and executing activities to increase acquisition, retention, conversion and upgrades along with evaluating success of mass segment activities. (70%)
- **Support** the CNO by maintaining accurate donor information in CRM, ensuring quality data for communications and tax receipting, collaborating on data standards, providing administrative assistance, and supporting signature events, (15%)
- **Serve** as the first point of contact for donors calling and emailing Right To Play, providing high-level customer service. (10%)
- **Collaborate** with Marcom (CNO and Global) and Donor Services teams for support in developing collateral, campaign/mass program analysis and ensuring accurate donor records. (5%)
- **Perform** other duties as assigned.

3- Scope (geographical and/or functional), Impact and Autonomy

This role operates with a medium level of autonomy within the Canadian National Office (CNO), directly contributing to revenue generation through the cultivation and stewardship of mass-level donors. Under the supervision and direction of the Senior Manager of Individual Giving (SMIG), this role provides input that supports the manager in the development of strategy. Creates and delivers content, collaborates with other business units, delivers exceptional customer service.

4- Leadership and Staff management

Leadership skills are required to be self-driven and motivated. This role does not have direct reports.

5- Information requirement for decision-making

The role requires access to donor data, giving history, and engagement insights from CRM, as well as access to program impact updates and communications materials. Most information is available and accessible but may require coordination across teams both within the CNO and Global offices to source out information that is not readily available. The role requires the ability to interpret large data sets to understand performance and inform strategic recommendations to the SMIG.

6- Innovation and Improvements

The incumbent is expected to execute the development and delivery of stewardship and fundraising efforts for mass-level donors, working to continuously improve donor retention and engagement strategies and collateral along with improving various donor journeys for donors at the mass giving level. Any changes to strategies will require approval from the Senior Manager of Individual Giving.

7- Relationships & Communications: Internal / External:

Within the Individual Giving (IG) team this role works to ensure the alignment of mass market activities with other IG segments along with collaborating across teams including MarCom and Donor Services to align strategies, share impact stories, ensure data accuracy and support program analysis. This role also serves as the main point of contact for donor inquiries and requires strong communication and interpersonal skills.

8- Expertise (Certifications / Education, Professional Experience / Language)

- A post-secondary degree in fundraising, communications, marketing, non-profit management, or a related field is preferred, but not required.
- Equivalent experience in donor relations, fundraising, or stakeholder engagement will be considered in place of formal education.
- Certification, or working towards certification in fundraising is an asset. (e.g., CFRE)
- 3 years of proven experience in mass-level donor stewardship and revenue generation, with a strong understanding of donor, stewardship and engagement strategies
- Proficiency in CRM systems and email marketing platforms (e.g., MCRM, Salesforce, Mailchimp, Click Dimensions, Raiser's Edge) and data-informed decision-making, including segmentation, prospecting, and donor journey development.
- Exceptional written and verbal communication skills in English, with the ability to craft compelling donor-facing materials geared to a mass market audience.

9- Core Competencies

- **Collaboration:** This role requires the ability to collaborate with multiple internal stakeholders.
- **Growth Mindset:** A strong growth mindset is required for continual learning, innovation and growth.
- **Resilience:** Strong resilience and the ability to receive constructive feedback is necessary for this role.
- **Professionalism:** A medium level of professionalism is required for this role.
- **Management and Interpersonal Skills:** This role has no direct reports, but strong self-management skills are required due to the level of autonomy the role has. Strong interpersonal skills are needed due to collaboration and donor relationship building/customer service work included in this role.

10- Additional Information

- There is minimal travel required for the role.
- There is a need to work some unsociable hours in relation to attending fundraising/donor events or attend meetings that will take place across differing time zones.