



For All The World To See

Development Officer, Annual Giving

The Organization

Operation Eyesight was recently selected as one of Charity Intelligence Canada's Top 10 Impact Charities for the fourth consecutive year, and one of the Top 10 International Impact Charities for the second year in a row. Operation Eyesight was also named amongst the top performers of 2021 for measurable impact.

Operation Eyesight is making an impact by restoring sight and preventing blindness for people in developing countries. Operation Eyesight partners with local governments and hospitals with an integrated, community-focused approach that eliminates avoidable blindness on a sustainable basis and creates a ripple effect of positive change.

"We work alongside individuals and communities, and through a process of learning and teaching, we support them to become healthier and more resilient," says Kashinath Bhoosnurmath, President and CEO of Operation Eyesight. "When you invest in Operation Eyesight, you are supporting programs that enable access to quality eye health care and empower communities to drive sustainable change."

Around the world, more than one billion people are living with vision loss, of which 90 percent is preventable or treatable. Vision impairment is a human rights issue felt by those already living in poverty. Vision impairment is also a gender issue. More women and girls endure the consequences of vision impairment than men and boys and women face more barriers to accessing eye health care. How can this cycle be broken to give people a chance to thrive? Operation Eyesight is working towards a solution.

Operation Eyesight works with local partners to address specific eye health problems, as well as the root causes of avoidable blindness, such as clean water. In doing so, Operation Eyesight impacts the lives of individuals by restoring their independence, helping break the cycle of poverty, and empowering brighter futures for individuals and their communities.

Operation Eyesight currently works in Bangladesh, India, Nepal, Ethiopia, Ghana, Kenya, Liberia and Zambia, and recently launched a community-focused initiative with partners in Calgary. To learn more, visit operationeyesight.com



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The Opportunity

Reporting to the Director of Development, the Development Officer, Annual Giving will manage and utilize data and create effective, innovative and growth oriented annual giving initiatives.

Key Accountabilities

- Contribute to the growth of Operation Eyesight's donor base through full cycle annual giving and mid-level giving activities using multiple channels, products and approaches to meet fundraising goals. Channels include direct mail, monthly, digital appeals and integrated campaigns.
- Craft customized strategies and persuasive appeals to maximize annual and mid-level giving
- Develop and execute segmentations strategies to maximize acquisition, renewal and retention rates
- Liaise with vendors and internal team members to develop, manage and coordinate production, implementation, mailing lists, email lists and database updates
- Develop and/or improve upon reports for tracking and decision-making
- Work with marketing to manage and develop microsites related to annual giving campaigns, including the Gift of Sight holiday campaign.
- Fully utilize technology tools to support and enable fundraising research, ongoing reporting and donor management
- Respond to donor inquiries by phone and email
- Contribute to identifying and building the major gifts prospect pipeline
- Contribute towards raising approximately \$850,000 per annum through this portfolio
- Manage the donor journey (for both offline and online donors) from acquisition and stewardship to retention and conversion, having a bird's-eye view of the various touchpoints with donors throughout the year.
- Liaise with the Stewardship and Events officer to automate stewardship offerings

Attractions

- Be an active and key member of an engaged philanthropy team, working collaboratively with other departments, passionate about changing lives and building global communities with the support of eye health
- Work independently and collaboratively to move projects to completion within a supportive team environment, with multiple priorities and competing deadlines
- A fast-paced, entrepreneurial and results-oriented environment
- Build your development career, working with a strong leadership team



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Profile

- Positive and results-driven, team oriented professional
- Self-motivated, detail-oriented and highly organized
- Strong data systems and analytical skills to drive fundraising results
- Innovative and inquisitive approaches to acquire, sustain, grow and steward donors
- Customer and solutions focussed; thrives in a flexible environment, requiring some evenings and weekends
- Thrives in an international and multi-cultural environment and implements practices supportive of diversity
- Excellent written and verbal communication skills
- Creative storytelling abilities
- Exceptional interpersonal skills and proven ability in developing and maintaining strong relationships with individuals, corporate partners, volunteers and colleagues

Qualifications

- A university degree in a relevant area and/or a minimum of 3 to 5 years of direct experience in fund development, including annual giving and larger gifts (through mid-level, sponsorships or major gifts)
- Demonstrated success managing and growing annual giving, mid-level and other fundraising programs
- Experience working with databases, performing analysis, analytics and reports for segmentation, lead generation and stewardship
- Excellent listening, collaboration, and fund development skills
- Committed to ethical fundraising practices and knowledge of CRA fundraising guidelines
- Membership in AFP considered an asset
- CFRE designation considered an asset
- Salesforce experience considered an asset

**To apply or to learn more, please send your resume in Word or PDF format to
Tamara Cohos at tamaracohos@tbcsearch.com.**