



EMPLOYMENT OPPORTUNITY DIRECT RESPONSE SPECIALIST

LOCATION: TORONTO, ON - REMOTE OR HYBRID

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Do you have a passion for personal giving and helping donors achieve the impact they want to have on the world? Do you strive to exceed expectations every day in every way? Are you seeking a role that allows you to make a meaningful impact, combining compassion, resilience, and integrity? If this is you, read on!

Operation Smile Canada is seeking a development professional to join our dynamic team of accomplished fundraisers.

The ideal candidate for this position is someone who has integrity, an entrepreneurial spirit, thrives in a fast-paced working environment, and is not afraid to take initiative.

OPERATION SMILE

We are a volunteer-delivered global medical nonprofit that provides free, safe surgery and comprehensive care to patients with cleft conditions and craniofacial differences in 37 countries around the world. Operation Smile Canada raises funds from our donor partners who want to directly impact the lives of children living with cleft conditions and other facial differences. Our partners are as committed as we are to a world where health and dignity are improved through safe surgery and complete care.

We have a plan for the next decade to increase access to essential surgical care for one million more patients living in low- and middle-income countries. Achieving this goal requires more people caring for more patients in more places. It also requires us to broaden the awareness of our great brand and raise more funds through our diverse fundraising programs.

Operation Smile Canada (OSC) is dedicated to recruiting and retaining a qualified workforce. By valuing diversity, OSC commits to hiring practices that are fair, equitable and accessible and will always hire the most qualified candidate for a position. We will ensure the search and hiring process is fair and impartial, so the appropriate qualifications of each candidate are the only criteria upon which a hiring decision is made.

THE ROLE

As a member of the Operation Smile Canada team, in achieving our vision and mission, working alongside the Director, Direct Response Marketing, the **Direct Response Marketing Specialist**

will focus primarily on the project management, execution and optimization of the direct response fundraising efforts for a fully integrated direct response marketing program. The Direct Response Marketing Specialist also provides support to the brand, marketing and communications teams for planning, organizing and managing direct response campaigns.

KEY FUNCTIONS AND ACCOUNTABILITES

The **Direct Response Specialist** will be accountable for, but not limited to, the following:

- Oversight and implementation of the annual plan (critical paths) for assigned direct response marketing programs with a strong emphasis on Direct Mail execution and performance.
- Provide accurate, responsive and professional insights within the direct response team and assist with production tasks such as timeline management of projects, maintain campaign calendars and tracking deliverables, project coordination, calendar management, website maintenance, filing systems, and creating and updating documentation.
- Manage all logistics related to Direct Mail campaigns, including data transfers, print schedules, lettershop coordination, package approvals, final approvals and postal induction.
- Assist with logistics related to email marketing, SMS, DRTV or Digital ads.
- Administrative and organizational tasks for upcoming appeals and projects — including Direct Mail appeals, renewals, special reactivation campaigns and stewardship mailings.
- Collaborate with vendors, agencies, or internal teams, and attend vendor meetings and tracking minutes, notes and timelines.
- Update and organize donor and vendor files in Raiser's Edge Database/NXT (i.e., stewardship touchpoints, calls, mailings, invoices, etc.).
- Development of strategies and strategic goals for offline channels, and consulting lead team members for online marketing channels, including but not limited to copy edits, receipt letters, and donation pages.
- Support the creative development and review of Direct Mail packages, including copy edits, personalization instructions, data segmentation logic and package testing.
- Content review, editing and proofreading of appeal letters, emails, scripts and landing pages.
- Assist in the design and implementation of donor segmentation strategies, including Direct Mail donor journeys, upgrades, recapture, and reactivation.
- Monitor trends in donor response, marketing KPIs and industry best practices across channels, with a particular focus on Direct Mail performance, audience insights and testing outcomes.
- Coordinate with marketing and communications teams to align messaging and branding across channels. Ensure consistency across Direct Mail, Digital and stewardship communications.
- Develop, review and edit public facing and internal communications (print & digital).
- Develop and support stewardship efforts such as thank-you letters, receipts and follow-up emails.
- Assist *Director, Direct Response Marketing* and *VP, Direct Response Marketing* with

- budgeting and planning for direct response channels.
- Coordinate with the Finance team to ensure invoices charged to direct response channels are accurate, on budget and paid in a timely manner.
 - Assist with tasks and act as backup when required.
 - Review and provide statistics and analysis, projections and detailed reports on fundraising goals and performance.
 - Other duties as assigned.

DESIRED QUALIFICATIONS AND REQUIRED SKILLS

- Post-secondary diploma in related field (i.e., marketing, project management, fundraising, etc.) and a minimum of three to five years' related experience and/or equivalent combination of education and experience, ideally with direct mail campaign exposure.
- Experience in the not-for-profit environment is an asset.

CHARACTERISTICS/SKILLS

- Interest and appreciation of Operation Smile Canada's core mission and ability to communicate that mission across different platforms and audiences.
- An ambassador in the workplace and community who embodies the core values of our organization: Compassion, Integrity, Resilience & Impact.
- Excellent interpersonal skills to interact/build relationships with all levels of the organization, members of the public, communities and volunteers.
- Experience with database systems is an asset (preferably Blackbaud Raisers Edge NXT).
- Administrative skills (i.e., setting up systems, processes), and delivering excellent service.
- Demonstrated comfort with learning new technology/databases.
- Organizational skills with keen attention to detail and ability to manage change.
- Ability to prioritize and handle multiple tasks with competing deadlines.
- Time management, attention to detail, ability to manage multiple competing priorities, organizational skills, ability to manage change, ability to work independently.
- Demonstrated interpersonal skills, communications (verbal and written), emotional intelligence and active listening.
- Self-motivated and can set priorities, problem solves and manage multiple projects and tight timelines. Works well independently and as a team member and is committed to continuous improvement.
- Ability to maintain action plan for priorities and goals and be flexible and adaptable to respond to the needs of the department.
- Demonstrated administrative and computer skills including advanced proficiency in MS Office, including Teams, Word, Excel, PowerPoint and Outlook.
- Familiarity with Smartsheet or other project management tools is an asset.
- Highly flexible with a positive, can-do attitude.
- Strong management, training and coaching skills.
- Knowledge of fundraising strategies and creative problem-solving skills.
- Flexibility to work the occasional evening or weekend day as required.

WHY YOU WILL LOVE WORKING HERE

You'll love working with us because we're a team driven by purpose and passion. At Operation Smile, every day brings the opportunity to make a real difference in the world, while growing both personally and professionally. We foster a supportive, collaborative environment where your ideas are valued, and your efforts directly contribute to creating brighter futures for children and families. Join us and be part of something truly meaningful!

We are a learning organization that values each other and our collective abilities to meet and exceed expectations in everything we do.

We are committed to supporting flexible work arrangements and investing in technology or other resources to enable you to effectively work from your home office.

SALARY & BENEFITS

- The hiring salary range for this position is \$57,750 to \$67,750, including paid vacation time.
- A highly competitive benefits package including an RRSP matching program.
- This is a full-time permanent position.

HOW TO APPLY

Please submit your cover letter and resume as one PDF attachment to: ca-careers@operationsmile.org. Please ensure the subject line of your email contains the position title: *Direct Response Specialist*.

Address your cover letter to:

Sharon MacPherson
VP, Direct Response Marketing

Please note: Only applications that follow these instructions will be considered.

APPLICATION DEADLINE

Applications will be accepted on a rolling basis until the position is filled.

Operation Smile Canada thanks all applicants in advance. Only those candidates selected for an interview will be contacted. Operation Smile Canada is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes, and work environment in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). We will be happy to work with applicants requesting accommodation at any stage of the hiring process.

Thank you for your interest in being part of our smile movement at Operation Smile Canada. We look forward to hearing from you. In the meantime, keep smiling—a child is counting on it!