



Kindness and Care for Animals®

Boyden Executive Search Contact

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Position Summary

The primary responsibilities of the Development Officer, Digital and Direct Fundraising requires a comprehensive understanding of and background in digital and direct fundraising principles and practices, a high level of professionalism, collegiality, self-motivation and a strong belief in the mission and principles of the MSPCA – Angell. The Development Officer will possess the ability to work collaboratively with the Development team and all of the other departments of MSPCA –Angell, including our Marketing and Social Media team, veterinary staff and volunteer leadership.

The Development Officer will demonstrate, model, and inspire all employees to embrace and live the organizational values of Compassion, Integrity, Collaboration, Excellence, Service and Positivity in carrying out day to day tasks as well as in interactions with others.

Position Specific Responsibilities

- Develop, design, plan and implement the fundraising strategies for our direct and digital fundraising programs.
- Work cross-functionally to drive revenue via direct response channels; create tailored marketing and fundraising plans for high value donor segments; lead the vision for fundraising innovation in digital channels (i.e. social and charity streaming).
- Oversee the strategic development of the annual fundraising calendars for direct response channels targeted to core donors, including end-to-end donor lifecycle management: acquisition, loyalty, engagement, and sustainer focused messaging.
- Provides strategic leadership on audience targeting and segmentation; uses reporting, analytics, and KPIs to make data-driven decisions.
- Responsible for direct response channel operations including related fulfillment, donor services, donor data hygiene, and issue resolution.
- Collaborates with internal lines of business, vendors, and other key stakeholders to: identify market opportunities for new revenue / expense reduction, create business cases, and execute on implementation.
- Oversees the vision and creation of fundraising strategies and plans in social channels.

- Act as subject matter expert to support market research and analytics related to direct response.
- Collaborate with program leads and hospital leadership to source and develop compelling mission stories to be used in our digital and direct appeals.
- When needed, adjust and pivot our strategy to accommodate time sensitive stories that will inspire our donors to support.

Position Specific Requirements

- Excellent analytical skills, and ability to translate findings into strategic actions.
- Demonstrated experience working and leading in a cross-functional team environment.
- Strong external vendor and 3rd party management skills.
- Belief in the mission of the MSPCA – Angell.
- Strong interpersonal skills.

Skills and Attributes

- Ability to deal diplomatically with all internal and external clients.
- The ability to take the initiative to work independently.
- Demonstrate good judgment and willingness to positively influence others.
- Collaborative working style and the skills to translate concepts into actionable plans.
- Capable of taking ownership and initiative to propose ideas and solutions to problems.
- Possess and demonstrate knowledge of the department's functions and protocols.
- Excellent communication skills.
- Highly organized & efficient.

Qualifications and Education

- Bachelor's Degree in Marketing, Business Administration or related field.
- A minimum of 3-5 years working in the direct and digital fundraising space.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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