

## Program Manager



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Web :

### Job Summary

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Vacancy :

Deadline : Sep 30, 2024

Published : Aug 30, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Founded in 2010, Ascend Fundraising Solutions online and in-venue fundraising platform and solutions have been used by some of the world's most notable non-profit organizations such as United Way, Vancouver Canucks Foundation, Canadian Olympic Foundation, Canadian Institute for the Blind, Kansas City Chiefs Foundation, Boston Red Sox Foundation, Big Brothers Big Sisters, Thunder Bay Regional Health Science Foundation, Arizona Humane Society, and many others.

We are disrupting the fundraising model by helping charitable organizations, raise funds by using our electronic raffle solutions, raise recurring donations, build on their donor datasets, build deeper engagement from their donor databases, and achieve record donor revenues.

As a leading provider of strategy and technology for 50/50 raffles, sweepstakes, and Catch the Ace raffles, we've helped over 500 charitable organizations raise over \$1 billion on our platform to date, and we're only just getting started.

As a Program Manager, your contribution to the strategic development and maximizing the efficiency of your book of business is important.

This position holds a great deal of responsibility, and your leadership skills will play a crucial role in increasing profitability, client satisfaction, and establishing AscendFS as one of the best companies in the industry. You will have the opportunity to collaborate closely with the President, Client Services and play a vital role in enhancing the financial performance of your clients portfolios.

### **YOUR ROLE**

- Lead the strategic planning process for lottery programs, ensuring alignment with organizational goals.
- Develop comprehensive program strategies to maximize effectiveness and achieved outcomes.
- Accountable for overseeing and being directly involved with the execution of program initiatives, ensuring adherence to timelines and budgets.
- Developing strategic plans for in-person selling initiatives aimed at maximizing program effectiveness and revenue generation.
- Identifying potential sponsorship opportunities and evaluating their alignment with programs.
- Oversee the application process for Provincial licenses, ensuring compliance with regulatory requirements.
- Oversee the onboarding process for partners, ensuring smooth integration.
- Regularly communicate updates to partners, ensuring they are well-informed about program progress and any new developments.
- Analyze data and insights to assess program performance, return on investment, and identify strategies for improvement.
- Implement performance tracking mechanisms to monitor program effectiveness and accurately measure return on investment.
- Ensure websites are properly executed.
- Coordinate digital advertising campaigns to increase program visibility and engagement.
- Lead the coordination of e-news, social media, traditional media, and SMS campaigns to effectively promote program activities.
- Oversee the management of PR initiatives to boost program visibility and reputation.
- Ensure all clients and stakeholders have access to relevant information through SharePoint, promoting transparency and accessibility.
- Prepare reconciliation data, wrap-up reports, and final reports for Regulatory with a focus on accuracy and deadlines.
- Develop innovative program ideas and ensure their successful implementation to expand program offerings and reach new audiences.

### **Desired Skills and Experience**

- 5+ years of experience in Program Management
- Successful completion of a post-secondary program in a relevant field (e.g., project management, marketing, public relations, communications, business)
- Growth marketing and experience with e-commerce
- B2C relationship management skills: ability to listen, understand, empathize, communicate constructively
- Fundraising experience is an asset. Knowledge of lotteries, raffles and sweepstakes is preferred.
- Non-Profit/Charity experience is preferred
- Excellent skills in leadership and time management
- Superior communications skills both written and oral
- Problem solving skills that allow to quickly assess situations and make effective judgement calls
- Employs an understanding of analytics and uses such knowledge to insights to deliver strategic recommendations to improve performance.
- Thrives in a fast-paced environment; able to effectively prioritize, escalate and follow through on expected deliverables in accordance with deadlines and urgent matters.
- Experience with project management systems such as Asana is an asset.
- Proficient with CRM software, Office 365

### **What we'd like to see in our ideal candidate**

- You are a self-starter, resourceful, and can turn your ideas quickly into implementations
- You demonstrate a strong passion for innovation and creativity, constantly pursuing fresh opportunities and solutions
- You have a strong passion for continuous learning, both in your field and for your personal growth
- You thrive on a sense of purpose and satisfaction that comes from staying productive and successfully completing your responsibilities. You experience a great sense of satisfaction when your hard work leads to success
- You are someone who takes initiative and is willing to step outside your comfort zone.
- You value the importance of working together and understand the importance of collaborating with various departments
- You possess a strong motivation to achieve personal success and assist others in doing so as well
- You are highly motivated to grow and expand your skillset
- You can successfully balance competing priorities, complex situations, and tight deadlines
- You are passionate about helping charitable organizations raise money and increase their impact in their communities

### **WHY WORK AT ASCEND?**

- team that is intellectually curious, dedicated, and has a willingness to get the job done
- grow a company that helps charities and NPOs fund their charitable causes
- downtown Toronto office with lake views and close proximity to transit
- will be given the support you need to develop and advance.
- Hybrid work environment

*AscendFS is committed to building and preserving an open, inclusive, and healthy work environment. We welcome all applicants to apply to join our team. We accommodate people with disabilities throughout the recruitment and selection process and applicants are encouraged to advise Human Resources in advance if an accommodation is required. We thank you for your interest in working at AscendFS and we will contact those qualified to continue in the recruitment process.*

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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