

# Client Success Lead, Fundraising

## Company Overview

Generosity X partners with charities to increase their annual giving revenue through optimization and innovation. We are laser-focused on growing annual fundraising programs and have a track record to prove it.

We help charities fuel their growth by acquiring new donors, retaining existing donors, and unlock new sources of generosity. We believe within the depth of our souls that fundraising is meant to be jubilant, exciting and rewarding.

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## Our Approach & Values

### Authenticity

All relationships are built on trust and being authentic allows for trust to grow. If something isn't going well - let's talk about it rather than avoid it.

### Hustle

A fast-paced environment is important because it means we are excited about what we are working on and are eager to see the end result.

### Be Generous

Having an abundance mentality means we can be generous with others and ourselves in order to make for the greatest possible outcome.

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## About You

You have a knack for asking the right questions - you are naturally curious. You love fundraising and marketing because it gives you a medium to learn and help others learn. Within your industry, you are on the hunt for the next insight, learning, or finding. You are excited by the idea of partnering with a client to understand their goals and creating a vision to bring that to life for donors. ***And in this role, you'll get to do that every day.***

You'll get a portfolio of clients and get to work closely alongside the Lead Strategist to grow their fundraising program strategy and tactics that make a real difference on revenue. Ultimately, you'll feel the joy of bringing generosity experiences to donors ***and*** clients.

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## What You'll Actually Do:

- Manage marketing campaigns and fundraising projects for clients. Not limited to but primarily focused on: direct mail campaigns, print newsletters, email marketing, email automation, digital advertising, web strategy, and CRO.
- Develop hypotheses to roll out A/B tests for clients in a myriad of different marketing channels.
- Take a client's annual strategy (developed by GX's Lead Strategist) to write strategy for project briefs and campaign plans to help set direction for annual fundraising campaigns and programs.
- Lead bi-weekly meetings with clients to ensure projects are kept on track, feedback is received, and, where needed, manage conflict.
- Be available for ongoing coaching, questions and feedback from clients to keep their fundraising program on track.
- Work closely alongside GX's Lead Strategist to understand data insights to drive strategy, and ultimately, client revenue growth. You'll join reporting meetings led by GX's Lead Strategist to speak into campaigns to help guide ongoing campaigns. You'll keep a close pulse on fundraising results.
- Deliver web-based (Zoom) and in-person presentations by leveraging the client's values, their objectives and guidance that shows you clearly understood their objectives.
- Manage client relationships and find ways to bring unique value so that the organizations that put trust in us also experience generosity.
- Lead, manage and provide accountability to the strategy team. You'll be a part of a small leadership team managing a startup.

- Bring an attitude to teach first, act second so that clients are in control of their own fundraising success.
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**You'll absolutely love this role because:**

- Company Values matter a lot to you and for us, it's the most important factor in hiring and firing.
  - You don't want to feel like you need to sugarcoat things to clients or team members. You get to be authentic and real because it builds trust which drives our client success long-term.
  - You have an appetite to work in an environment where we move fast because we are eager to meet our goals and accomplish more with what we have.
  - You are encouraged to be generous with others. You are wise enough to understand that an abundance mentality is about bringing the best of what you have and giving that in full to others (compared to doing work for free).
  - You'll get to put your related marketing and fundraising experience (ideally 2+ years) to work in a startup environment. And if you've worked within an agency that'll be a major reason why you were crushing it from day 1.
  - You've got a fire in your belly to help charities across Canada and the US be wildly successful. You don't want to "increase" social impact, you want to dramatically grow the force of generosity on this planet.
  - You are entrepreneurial and want to be part of something that is growing and thriving.
  - You get to live close to your colleagues - we prioritize hires in Calgary or Victoria followed closely by the rest of BC.
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**You'll absolutely love this company because:**

- We offer you a competitive salary. What does that mean? \$60,000-\$80,000 per year.
- You are going to do something awesome with your 2 Weeks of Paid Vacation. Plus on top of the two weeks, you'll also get some quality time off from Dec 25th to Dec 31st (*don't worry clients, I'll still be working - **Matt***)
- We offer a Health Spending Account and Wellness Spending Account so you can cover the cost of your healthcare needs and use some money for your overall wellness (*like buying a surfboard to enjoy the ocean or register for tango lessons*).
- We issue bonuses based on our profitability. If we're successful, shareholders shouldn't be the only ones with a deposit into their bank account.
- From May 1st until the August long weekend, we take Fridays off. We work hard many months of the year so in the summer, we enjoy a few extra days by the beach.
- We give you opportunities to dramatically grow your personal brand. You'll be given opportunities to speak alongside industry leaders and lead other presentations.
- We obsess over growth which means we **MUST** be digital experts. You'll get a free trip to attend [NIO Summit](#).
- Once a quarter, we all meet in person to retreat to grow, learn and collaborate in ways that is best done together in real life.
- We care about culture a LOT so if someone isn't going to work out, we won't drag it on. We strongly believe that if it is not a hell yeah, it's a no. That means successful people thrive here because nobody slows down the pace of our collective success.

**Please Apply If:**

- You live in Calgary or Coastal BC and plan your work schedule based on PST or MDT hours.
- You have 3+ years of relevant experience with at least 2 years of fundraising experience.
- You are available to start this spring (ideally, as soon as possible).
- You are willing to travel when required. Approximately 10% of your role/time.
- You love what you're reading here.

**To Apply:**

To apply, please email your resume, and if you wish, your cover letter (optional), to [hello@generosityx.com](mailto:hello@generosityx.com). In the subject line, please include your name and the name of the position you are applying for (e.g., **Matt Hussey | Client Success Lead, Fundraising**). This job posting will remain open until a qualified candidate is hired.

*At Generosity X, we are dedicated to fostering a workplace culture that embraces diversity, equity, and inclusion. As an equal opportunity employer, we welcome and encourage applications from individuals of all backgrounds and abilities. If you require assistance during any stage of the recruitment process due to a disability, please let us know, and we will work with you to provide the necessary support.*