

Fund Development Intern

- Location:** 124 Merton Street, Suite 401, Toronto Ontario, M4S 2Z2
(5-minute walk from Davisville subway station)
- Job Type:** Part-time internship, minimum of 240 hours during the winter semester (January 10 to April 8). Likely 24 hours / 3 days a week (Tuesdays and Thursdays in-person required, plus one additional day of your choice remote – Monday, Wednesday, or Friday)
- Term:** January 10 to April 8
- Compensation:** This is an educational internship opportunity. An honorarium of \$3,000 will be provided upon completion of the internship.

About Asthma Canada:

For nearly 50 years, Asthma Canada has been the trusted voice for Canadians living with asthma. As the only national organisation solely dedicated to helping all Canadians affected by asthma and respiratory allergies, we are committed to improving the lives of those in the asthma community through education and support services, advocacy and research. We hope to one day see a future without asthma. Please visit our website at www.asthma.ca to learn more.

Position Summary:

We are seeking a creative Fund Development Intern, who is keen to apply their knowledge of digital marketing and fundraising in a professional environment. Reporting to the Manager, Fund Development and Donor Relations, you will assist Asthma Canada in launching innovative campaigns and leveling-up its digital collateral. This position offers a unique opportunity to gain hands-on experience in implementing cutting-edge marketing concepts to attract and retain donors and constituents. The ideal candidate will be a strong communicator, with both words and imagery, possess foundational knowledge of digital platforms and demonstrate a passion for contributing to the success of a non-profit organization.

Duties & Responsibilities:

- Develop engaging and persuasive donor appeals for digital platforms, including website, emails and social media.
- Design graphics for the above formats using Adobe Creative Cloud or Canva.
- Assist in the development and deployment of automated and targeted email campaigns to nurture donor relationships and encourage contributions.
- Support the planning and execution of digital marketing strategies, including SEO, SEM, display and social media advertising.
- Monitor and analyze campaign performance metrics to optimize strategies for maximum impact.
- Curate and update website content so it continues to be relevant and captivating.
- Build and manage stock image and patient/researcher story repositories.
- Assist with the development grant proposals, donor recognition activities and stewardship as needed.

Education & Experience:

- Currently completing the requirements for the Guelph Humber Media & Communication Studies Program.
- Professional experience in digital marketing, non-profit management, or English is an asset.
- Strong writing skills, including the ability to craft compelling story arches.
- Proficient with Microsoft Office 365, WordPress, as well as Adobe Creative Cloud or Canva.
- Familiar with at least one email marketing platform and eager to learn about automation and segmentation.
- Knowledgeable of Instagram, Facebook, LinkedIn, and X, and how to use them for growing a constituent base.
- Detail-oriented with the ability to review assets for accuracy before they are published, as well as analyze campaign results.
- Experience with paid channels (SEM, Google Display Network, social media advertising) preferred.

About You:

The ideal candidate will be self-motivated, adaptable, empathetic, and patient. Additionally, this candidate should be:

- Self-motivated and able to work independently, as well as collaboratively with a team.
- Well organized and able to meet deadlines.
- Passionate about making a difference for health charities.
- Somewhat knowledgeable of asthma and its impact on individuals and communities.

To Apply:

Send your cover letter and resume to Christina Wang, Manager, Fund Development and Donor Relations at cwang@asthma.ca, using the subject line "Fund Development Internship".

Application Deadline: December 15, 2023

Asthma Canada is an equal opportunity employer. We encourage applications from individuals of all backgrounds and experiences. Thank you for your interest in supporting Asthma Canada's mission.