

Senior Manager, Principal Gifts

Job Description

Duration: Indeterminate

Type: Full-time at 37.5 hours per week

Location: Hybrid in Ottawa, ON. Remote candidates outside Ottawa can be considered

Reports to: Director, Corporate, Foundations and Legacy Development

Salary range: \$74,252 to \$92,815

Who we are

The Canadian Wildlife Federation (CWF) is a national not-for-profit charitable organization dedicated to ensuring an appreciation of our natural world and a lasting legacy of healthy wildlife and habitat. By spreading knowledge of human impacts on the environment, developing and delivering educational programs, conducting research, promoting the sustainable use of natural resources, and advocating for effective wildlife policy and regulation, CWF strives for a future in which Canada's wildlife is conserved for generations to come.

Diversity is a fundamental part of our core values; we create every opportunity to become more inclusive. We encourage applications from qualified candidates from all diverse communities including, but not limited to, Indigenous persons, racially visible persons, people with disabilities, 2SLGBTQ+, and women in non-traditional roles.

Position Overview

We are seeking a Senior Manager, Principal Gifts to play a pivotal role in advancing the organization's unrestricted fundraising efforts. Reporting to the Director, Corporate, Foundations, and Legacy Development, this role focuses on growing and stewarding a high-value individual donor portfolio (annual gifts of \$1,000+). Through strategic donor engagement and relationship-building, the Senior Manager supports increased retention, larger and multi-year commitments, and the realization of principal and complex gifts. The position contributes directly to the long-term stability and growth of unrestricted revenue and brings specialized expertise in principal and complex giving.

Duties and Responsibilities:



Portfolio and Revenue Management

- Leads the management and growth of an unrestricted major and principal gifts portfolio (\$1,000+ annually), with a focus on retention, upgrades, and long-term donor value.
- Designs and advances strategic cultivation, solicitation, and stewardship approaches to increase multi-year commitments and deepen donor engagement.
- Assesses donor capacity and readiness, managing complex and sensitive relationships to support sustained trust and portfolio movement.
- Oversees disciplined moves management and stewardship practices, ensuring accurate documentation and follow up through the CRM system.

Principal and Complex Gift Movement

- Identifies, solicits, and manages principal and complex gifts, including securities, non-cash assets, and donor advised fund contributions.
- Works in collaboration with Finance, Legal, and external advisors to structure and execute compliant and effective gift arrangements.
- Ensures appropriate review, documentation, and risk management for non-standard or complex gift transactions in alignment with organizational policy.

Analysis, Reporting, and Cross Functional Collaboration

- Uses donor data, performance metrics, and forecasting to inform portfolio strategy, revenue planning, and resource allocation.
- Provides revenue projections, portfolio insights, and reporting to senior leadership and Finance to support organizational planning.
- Collaborates across Fund Development, Marketing and Communications, and senior leadership to ensure coordinated donor engagement and aligned messaging.
- Maintains current knowledge of principal and complex giving practices to support effective fundraising strategy.

Education and Experience:

- College certificate in a related field (e.g., fundraising, business administration, marketing, communications, finance, or an equivalent combination of education and experience).

- 6+ years of progressive experience in fundraising or nonprofit development, with demonstrated responsibility for major or principal gift fundraising, donor relationship management, and complex gift structures.
- Demonstrated success managing a portfolio of individual donors and achieving annual revenue targets.
- Proven ability to develop and execute effective donor cultivation, solicitation, and stewardship strategies that drive long-term engagement and giving growth.
- Strong donor proposal development, case-building, and written communication skills.
- Proficiency with CRM systems (e.g., Raiser's Edge, Salesforce, or similar), with the ability to use data to inform strategy and decision-making.
- Excellent interpersonal and presentation skills, with the ability to build credibility and trust with donors and internal stakeholders.
- Strong planning and prioritization skills, with the ability to manage competing demands in a results-driven environment.
- Demonstrated ability to collaborate cross-functionally to support coordinated donor engagement and shared fundraising objectives.
- Ability to represent the organization professionally and confidently in external meetings and events.
- Fluency in both English and French is considered an asset.

Work Conditions

- Full-time at 37.5 hours per week, typically Monday through Friday. Overtime may be required, including occasional evening and weekend work.
- Salary will be determined based on experience and internal parity, and can range from \$74,252 to \$92,815 per year.
- Location: Ideally, based at our Head Office in Kanata (Ottawa West), Ontario, with hybrid flexibility to work from home two consecutive days per week. Remote candidates outside of Ottawa can be considered.
- Manual dexterity required to operate computer and peripherals.
- Exposure to mental stress due to managing demands from multiple work activities and strict deadlines.
- Regularly interacts externally with major and principal donors, professional advisors (lawyers, estate planners, etc), and giving platform representatives.



Why work with us?

- We are a rapidly growing team of forward-thinking individuals who all share a common passion: wildlife and habitat!
- Friendly and casual work environment.
- Opportunity to expand your network of conservation and program experts.
- We are committed to work-life balance.
- We are committed to building a more diverse workforce.
- Relevant professional development opportunities for career growth.
- We offer a competitive benefits plan at no cost to employees which include health, dental, vision, and LTD. Enrollment to Employee Assistance Program.
- We offer Group RSP enrollment with up to 5% matching.
- 13 paid stat holidays per year.
- Generous time-off policies include paid vacation days, sick days, float days, and appointment time.
- Complimentary subscription to our Canadian Wildlife magazine.

APPLICATION DEADLINE: April 19, 2026

HOW TO APPLY: Cover letter and resume should be submitted [online](#). Only the candidates who meet the requirements and are selected for an interview will be contacted. We thank you for your interest in the Canadian Wildlife Federation!

We are an equal opportunity employer committed to meeting the requirements of the Accessibility for Ontarians with Disabilities Act (AODA), and accommodations are available upon request for candidates throughout the recruitment process.

AI Statement: The Canadian Wildlife Federation does not use artificial intelligence (AI) tools to screen, assess, or select applicants. All applications are reviewed and evaluated by human members of our hiring team.