



Position: Specialist, Legacy Giving
Location: Hybrid - Work from WWF-Canada Head office in Toronto
Department: Marketing & Communications (Marcom) - Legacy Giving
Reporting to: Senior Manager, Legacy Giving
Position Type: Permanent, Full-Time
Starting Salary Range: \$60,000 - \$65,000 annually (commensurate upon related skills and experience)

Position Description:

The Specialist, Legacy Giving, plays an instrumental role in building and strengthening relationships with WWF-Canada's donors and supporters who are considering gifts in their Wills or estate plans. Legacy Giving connects individuals via mass marketing with planned giving opportunities that best meet their philanthropic goals. This role will actively work to build and steward a pipeline of donors who have expressed interest in leaving WWF-Canada a gift in their Will or estate plan, through both mass and personal communications. The Specialist is comfortable speaking with people, asking about their conservation interests, personal experiences and values related to wildlife and nature, and how it fits with their philanthropic interests. The individual is detail-oriented, keeps track of donor communications; sets timely and detailed reminders for follow up, and is an excellent communicator in English. The person in this role will contribute to the planning and execution of mass market Legacy Giving campaign activities including audience strategy, acquisition, stewardship, and events.

This role collaborates with Community Giving, Communications, Marketing, Development, and Donor Relations teams to support integrated fundraising campaigns that achieve acquisition, retention, and fundraising objectives.

Key Responsibilities:

- Motivate and inspire donors through the legacy gift consideration phases to secure gift commitments.
- Support all Legacy Giving campaign activities including digital and direct marketing, communications, and events.
- Manage and steward a portfolio of legacy donors, prospects, and potentials (approximately 150-200 people at any given time).
- Support all cultivation activities and follow up with all legacy inquiries, building trust and offering resources with the goal of helping people confirm their decision to include a gift in their Will for wildlife.
- Maintain up to date electronic records in donor database for all significant donor interactions, including call reports from donor conversations, meetings, and events.
- Support stewardship and recognition for all new and existing Legacy Circle members.
- Monitor, analyze, and report on campaign results against goals and objectives.
- Contribute to the integration of estate giving into annual giving/multi-channel fundraising, major gifts, and marketing.
- Assist the overall Marketing and Communications team, as required, with other related duties contributing to the mandate and successful operation of the department and organization.

What We Are Looking For:

- 3+ years of experience as a relationship manager in a revenue generating position.

- Exposure to gift planning/legacy giving in the charitable sector; with an understanding of common estate giving strategies and vehicles.
- Advanced certificate or post-secondary education in fundraising, marketing, or similar an asset *OR* an additional 1+ year of related experience.
- Demonstrated experience meeting individual and team financial and activity goals.
- Ability to use sound judgement, tact, and sensitivity to secure legacy gifts; from discovery to stewardship.
- Strong interpersonal, written, and verbal skills with the ability to communicate the mission of WWF-Canada and ability to inspire supporters.
- Exceptional project management skills and the ability to manage multiple high priority tasks.
- Ability to work as a team member, while meeting individual goals and expectations.
- Advanced proficiency in MS Office, PowerPoint and embraces the use of technology to manage projects, databases, and activities.
- Familiarity with Mission CRM is an asset.
- Ability to problem solve and trouble shoot independently using sound judgement.
- Demonstrates a positive attitude, takes initiative, is accountable, can deal with change in the workplace and shows respect for others.
- Ability to think creatively and generate innovative ideas.
- Strong verbal and written communication skills in the French language an asset.
- Identify & align with WWF's core values: Courage, Integrity, Respect, and Collaboration.

Other Information

- Occasional local or national travel may be required.
- Ability to work rare evenings and weekends for events and/or to attend meetings.

How to Apply

If you are interested in applying for this exciting opportunity, please visit <https://wwf.ca/careers/> and ensure your application is received on or before August 3, 2025, at 5pm EST.

Commitment to Diversity and Accessibility

Our vision is a Canada with abundant wildlife where nature and people thrive and we value and rely on diversity of thought, knowledge, expertise, and lived experience to help bring our vision to life.

We recognize that experience comes in many forms and skills are transferable. If you feel that your unique experiences can enhance our vision, we encourage you to apply – even if you don't meet 100% of the requirements.

We encourage applications from candidates who have been historically disadvantaged and marginalized, including applicants who identify as First Nations, Métis or Inuk (Inuit), Black, racialized, a person with a disability, women and/or 2SLGBTQ+.

We are committed to a barrier-free and equitable recruitment & selection process. If you are contacted in relation an opportunity to join our team and require an accommodation at any point in the process, please advise the recruiter of your specific needs. We commit to managing these requests in a confidential manner.