

**Job Description
DONOR RELATIONS LEAD**

Position title:	Donor Relations Lead
Reports to:	Executive Director
Department:	Administration
Location:	Peterborough Administration Office
Employment group:	Class C

Job Purpose/Summary:

The Donor Relations Lead is responsible for delivering on fundraising revenue targets through individual giving, corporate sponsorships and grant request activities and initiatives. The Donor Relations Lead will direct and manage marketing and communication that attract, cultivate and steward donors and funders.

Primary Duties and Responsibilities:

Revenue Development Activities

- Implement the fund development plan in accordance with ethical fundraising principles to meet revenue targets.
- Identify and develop priority corporate, community and individual prospects for the organization through database mining, attendance at key local events and other means.
- Manage and conduct donation solicitations by mail, telephone, in person and on-line with individuals and business leaders.
- Lead sponsorship solicitation efforts aligned to core programs and fundraising events through traditional and digital media platform.
- Support fund development within the County by providing tools and advice to employees.
- Prepare and submit grant applications to generate funds for the organization.
- Support the Volunteer Development Coordinator with fund development activities and volunteer recruitment.
- Ensure sponsorship rewards and recognition compliance.
- Identify and develop key relationships for special campaigns.
- Monitor trends in legacy giving and provide support as appropriate.

Revenue Development Plan

- Develop and gain approval for an annual income and expenditure budget for fund development and marketing.
- Monitor and evaluate all fundraising activities to ensure that the fundraising goals are being achieved.
- Provide reports related to fund development and marketing activities to the Executive Director, and funders as required and requested.

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DONOR RELATIONS LEAD**

- Prepare regular reports on progress, budgets, receipts and expenditure related to fundraising and the management of the fund development and marketing activities.
- Monitor reports on fund development and recommend changes as necessary.
- Monitor trends in the city or county and adapt fundraising strategies as necessary.
- Recommend and lead annual solicitation campaign.

Promote the organization and fund development activities

- Produce or engage external expertise to produce marketing materials to promote agency and related activities (e.g. The Thread, Grandparent of The Year, Meals on Wheels).
- Ensure that materials required for fundraising, agency and related activities are updated as necessary and in a timely fashion, with the input of Community Care Peterborough employees, volunteers and agency related committees.
- Enhance agency use of social media as it relates to fundraising, stewardship goals, and agency activities.
- Chair of the internal Marketing and Branding Committee.
- Work collaboratively and in partnership with community organizations, businesses and service clubs to promote the agency and fundraising initiatives such as Speakers Bureau.

Communications and Public Relations

- Establish distribution network for fundraising activities, initiate market research studies and analyze their findings, assist in advertising campaign development, and direct and evaluate the marketing strategies of the organization.
- Establish professional network for fundraising advocacy which includes but is not limited to: elected officials, media outlets, local educational institutions, and local agencies/partners.
- Support the content development and maintenance of the organization's website as it relates to agency and fundraising activities. Lead website development to ensure the content is current and relevant.
- Support the Volunteer Development Coordinator with community engagement activities.

Leadership & Support

- Provide leadership, direction and guidance for the Fund Development and Marketing Support Staff.

Work conditions

- Work in a climate controlled office environment.
- Work with moderate frequency of interruptions both in-person and by telephone.
- Active listening and mental attentiveness in dealing with staff, client, and public inquiries.
- Perform complex sequences requiring strong mental acuity.
- Occasional travel may be required during all seasons.
- Occasional light to moderate lifting of supplies and materials.
- May be required to work some evenings and weekends during major campaigns/events.

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DONOR RELATIONS LEAD**

Key Competencies

- **Build relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- **Commitment:** Commitment to Community Care Peterborough's mission, vision, and goals.
- **Communicate effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Compassion:** Demonstrate compassion and respect to both internal and external clients.
- **Creativity/innovation:** Develop new and unique ways to improve operations of the organization.
- **Interpersonal Effectiveness, Learning & Flexibility:** Understand personal strengths and weaknesses when it comes to dealing with others. Work towards self-improvement and growth to create effective and meaningful workplace relationships. Demonstrate understanding of conflict resolution strategies. Take informal and formal training as required.
- **Focus on donor needs:** Anticipate, understand, and respond to the needs to meet or exceed their expectations within the organizational parameters.
- **Foster teamwork:** Work cooperatively and effectively with others to set goals, resolve problem, and make decisions that enhance organizational effectiveness.
- **Lead:** Positively influence others to achieve results that are in the best interest of the organization.
- **Make decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.
- **Organize:** Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Values Based:** Understand ethics, behaviour and values all contribute to a positive workplace. Ensure that own behaviour and conduct is consistent with the organization's values and standards. Contribute to a values-based culture through active reflection both individually, and as a part of the work team.
- **Volunteer Relations:** Support, engage, and empower volunteers. Recognize and appreciate volunteer's commitment, passion, and dedication to organization programs and services. Volunteers support all aspects of Community Care Peterborough.

Qualifications:

Education

- Post-secondary education in a related field (fundraising, sales, marketing, and/or communications), or an equivalent combination of work experience and education.

Experience

- Minimum 3-5 years' relevant experience, preferably in the not-for-profit sector.

Professional Designations and/or Licenses

- Member of AFP, preferred
- Possessing or working toward CFRE (Certified Fund Raising Executive), preferred
- Valid Ontario Class G driver's license with access to a reliable vehicle.

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Knowledge, Skills, and Abilities

- Must be knowledgeable in the use of Microsoft Office, and graphic design software (Adobe, InDesign, and Photoshop) an asset.
- Tech savvy with knowledge of CMS web sites, fundraising e-sites eg) Canada Helps, Eventbrite, Advanced understanding of business Social Media practices. Ability to run queries and analyze data from donor database systems.
- Strong organizational and project management skills with ability to prioritize competing deadlines.
- Understanding of legislation related to fundraising and charitable donations.
- Advanced interpersonal, public relations, and communications skills.
- Excellent verbal and written communication skills with experience in drafting and producing marketing materials and proposals.
- Ability to work independently with minimal supervision.
- Experience working in the not-for-profit sector, including volunteers and Boards of Directors.
- Strong analytical and effective problem solving ability.
- Understanding of Occupational Health and Safety and other related legislation.
- Satisfactory police record check with vulnerable sector screening.
- Demonstrate continuous efforts to update skills.
- Knowledge and understanding of issues and dynamics within the geriatric population and adults with physical disabilities is an asset.

<i>Approved by:</i>	Danielle Belair, Executive Director
<i>Date approved:</i>	May 2016
<i>Last reviewed date:</i>	May 2016, May 2018
<i>Date & Signature:</i>	