

## **Director, Donor and Community Engagement**

Position Description, 2018

### **Purpose and general accountability:**

The Director, Donor and Community Engagement (Director) is accountable for building the assets of EducationMatters through the identification, cultivation, solicitation and stewardship of a broad range of individuals, corporations, foundations and governmental funding programs. The Director is accountable for building and maintaining excellent relationships and partnerships with donors, volunteers, community representatives, Calgary Board of Education (CBE) alumni and stakeholders in public education and leads and manages communication and marketing promotion of the Trust. The Director is a leader in engaging public support for the mission, vision and mandate of EducationMatters. The Director is accountable and reports directly to the Executive Director of EducationMatters and is a key member of the senior management team.

The Director provides leadership and management of the direction, planning and execution of Fund Development activity in the broad areas of Annual, Major Gifts and Planned Giving and in developing and implementing all Communications and Marketing strategies. The Director will supervise and work closely with the Development and Communications Officer and will assume a leadership role with the Fund Development and Communications Committee in the coordination of fundraising and promotional activities. All Fund Development and Communications efforts will be undertaken in ways that enhance the credibility of EducationMatters as a responsible and effective manager of all gifted assets; a prudent funding/grant-making organization and an informed expert on the views and priorities of donors, the broader community and public education stakeholders.

### **Specific accountabilities:**

- Build the assets of EducationMatters through the identification, cultivation, solicitation and stewardship of a broad range of donors – this is a primary function of the role
- Manage the Board of Governors' Fund Development and Communications Committee meetings in conjunction with the chair(s); preparation of materials for the meetings and completion of action items generated from the meetings
- Build volunteer base for fund development efforts
- Direct and manage the Development/Communications Officer and the Communications/Development Associate student position
- Plan and lead innovative major gifts, special projects, priority initiatives and annual giving fundraising
- Ensure fund development initiatives comply with provincial and federal charitable law
- Work in a donor-centred manner that helps align individual and corporate community investment goals with support for Early Childhood Education to grade 12 students, primarily in the CBE
- Closely align with the fund development priorities of the CBE when seeking partners for financial support
- Develop and manage donor stewardship programs
- Lead and direct the development of an annual fundraising event, including sponsorship and donor support

- Develop and lead all communication and marketing strategies for the organization and be the primary liaison with CBE Communications
- Lead the development of donor solicitation, sponsorship and stewardship materials and proposals
- Oversee and develop donor fund agreements (grants and student awards)
- Monitor and control expenditures for fund development, communications and marketing to ensure they are within current budget parameters
- Build e-philanthropy initiatives and creatively expand social marketing opportunities

**Qualifications:**

- Commitment to the ongoing enhancement of public education, the development of civil society and the building of sustainable funding that furthers EducationMatters' work.
- University degree in Business, Non Profit Management or applicable focus area or a combination of experience and education
- Formal training in best Fund Development practices, knowledge of e-philanthropy and demonstrated fundraising success with diverse donors. Proven ability to ask for and close philanthropic donations.
- Minimum of six years progressive experience in a leading fund development position preferably within a large institutional setting or foundation; experience with an education focus an asset. Sales experience will also be considered as an asset.
- Ability to find the balance to take initiative and be self-directive, while working in a team atmosphere.
- Strong interpersonal skills, excellent listening and writing skills, ability to read donors and work with a diverse range of donors, professionals, educators, board members and volunteers.
- Demonstrated leadership potential and management skills. Experience leading high performance teams is an asset.
- Strong administrative, planning and reporting skills, combining breadth of thought and vision with careful attention to detail.
- Understanding of Fund Development management software (e.g. programs such as Raisers Edge, Gifts for Windows and FIMS).
- High level skill with Microsoft Office and the willingness and ability to undertake administrative responsibilities (e.g. the preparation of letters, major documents and public presentations).
- Familiar with desktop publishing software and applications an asset (eg: Adobe software)

**Terms of Employment**

Salary range: \$70,000 - \$90,000; commensurate with training and experience. Excellent benefits package and professional development and leadership opportunities. This is a flexible position with many opportunities for innovation and professional growth. All employees must undergo and successfully complete a criminal record check.

Please forward cover letters and resumes (PDF or Word versions only please) to:

Executive Director, EducationMatters

Email: [resumes@educationmatters.ca](mailto:resumes@educationmatters.ca)

Subject line: Director, Donor and Community Engagement