



**Position Title:** Fundraising and Communications Manager

**Positions No:** 20211123

**Position Type:** Full Time Contract (35 hrs/wk)

**Position Status:** 12-month contract with opportunity for renewal

**Starting Salary:** \$48,000 + performance incentive

### **Job Description**

Reporting to the Executive Director, the Fundraising and Communications Manager is responsible for leading the fundraising efforts of the Georgian Bay Cancer Support Centre in alignment with the GBCSC's strategic plan, as well as overseeing all external communication on behalf of the GBCSC. This position is vital to the growth of the GBCSC within the communities we serve. The Fundraising and Communications Coordinator is paramount in identifying potential new relationships and building our community of supporters. Additionally, this position is at the core of many GBCSC awareness and fundraising events, donor recognition initiatives, and network development campaigns contributing the financial sustainability of the GBCSC.

### **Key Responsibilities**

#### ***Stakeholder Relations & Fundraising***

- Understand GBCSC mission, revenue/expense goals, key strategies, values, structure, services and capabilities
- Assist in the development and ongoing improvements of the GBCSC fundraising plan
- Cultivate positive relationships with portfolio of new and existing donors, supporters, and business partners of the GBCSC, rooted in an understanding of each segment's needs, behaviours, and preferences
- Identify supporters, donors, and community members with potential for expanded relationships, nurturing relationships accordingly
- Identify and follow up on opportunities to match donor needs with the needs of the GBCSC
- Oversee and implement donor stewardship and recognition initiatives, appropriate for each donor and in line with the GBCSC fundraising plan
- Plan and facilitate the growth of the GBCSC annual giving campaign
- Develop and facilitate the GBCSC planned giving strategy
- Recruit, train, and oversee fundraising volunteers to assist in fundraising initiatives including, but not limited to canvassing for pledges, assisting with events, and preparing fundraising-related materials
- Actively manage the administration of fundraising-related activities including receipting, donation tracking, donor account updates, software troubleshooting, etc.
- Collaborate as needed with other organizations to develop a long-term plan for the pursuit of government funding for psychosocial oncology

#### ***Event Management***

- Take a leadership role in planning and delivering fundraising events for the GBCSC throughout the year

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- Chair respective event planning committees, recruiting committee members and volunteers, and ensuring appropriate workflow during the event planning process
- Liaise with community partners, business owners, and others to engage the broader community in GBCSC events through sponsorship and participation

#### ***Communications & Outreach***

- Raise the profile and awareness of the GBCSC through a robust communication plan
- Design and publish the monthly GBCSC newsletter
- Manage external mail solicitation campaigns for donor recruitment
- Liaise with local media to advocate for consistent GBCSC media presence through newspaper, radio, tv, and other.
- Develop and distribute GBCSC promotional material to relevant businesses, individuals, and other relevant parties throughout the communities we serve
- Understand the communications preferences and needs of each key demographic element of our community

#### ***Reporting***

- Track, analyze, and report on key donor metrics including but not limited to donor retention, new donor conversions, annual giving levels, etc.
- Track, analyze, and report on fundraising levels related to all events and campaigns run by the GBCSC
- Track, analyze, and report on key communications metrics, including but not limited to media mentions, social media engagement, mass email opens and clicks, etc.

#### ***Centre Operations***

- Attend and participate in all GBCSC-related meetings as required
- Contribute to the annual GBCSC operational and strategic plan
- Maintain relevant documentation and metrics as required
- Assist in GBCSC operational activities as required

#### **Qualifications**

##### ***Education & Experience***

- Post-secondary education in fundraising, marketing, communications, or similar
- 1-3 years of experience in fundraising, preferably in the not-for-profit sector
- CFRE designation considered an asset

##### ***Knowledge***

The mission of the Georgian Bay Cancer Support Centre is to provide emotional, physical, social, spiritual support, education and information as a complement to the medical system for people living with cancer, their families and caregivers.



- An understanding of the psycho-social support needs of individuals living with cancer, their loved ones and caregivers, and those who have experienced grief related to cancer.
- Strong understanding of philanthropy developed through experience with cultivation, solicitation, and stewardship of donors.
- Knowledge of fundraising best-practices, information security, and relevant Canadian tax law
- Awareness of the various types and value of psychosocial support programs available to those affected by cancer.

#### ***Skills***

- Proficient in the use of computer applications including Microsoft Office (Outlook, Sharepoint, Word, Excel, Teams PowerPoint), Zoom, eTapestry (Blackbaud)
- Proficiency in social media platforms including Facebook, Twitter, Instagram, and Youtube considered an asset
- Experience in basic web design using Wordpress considered an asset
- Exceptional verbal, written, and electronic communication skills

#### ***Abilities***

- Time management and organizational skills
- Natural ability to lead and inspire others
- Ability to collect, organize, interpret, and report on large volumes of data
- Able to build rapport with new and existing donors
- Able to develop contingencies and strategies to adapt and respond to unexpected changes and events.

#### ***Other Attributes***

- Excellent team player with the ability to contribute to group-decision making
- Service-focussed attitude, with a passion for creating meaningful personal interactions
- Passion for supporting the GBCSC's mission which is to provide emotional, physical, social, spiritual support, education and information as complement to the medical system for people affected by cancer.

**Qualified applicants should email their resume and cover letter to Eric Walter at [ewalter@gbcancersupportcentre.ca](mailto:ewalter@gbcancersupportcentre.ca) by Monday December 6<sup>th</sup> at 11:59am. We thank all applicants for their interest, but only those being considered for an interview will be contacted.**

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