

Advancement & Marketing Manager - Job Description

SOCIETY BACKGROUND

Many charity buildings are run down and in need of repairs or upgrades. Some still need to be built. HeroWork is on a mission to change this. Here's how:

1. We work with other worthy charities who want bigger impact but need better or new physical infrastructure.
2. We partner with many businesses, funders, organizations, and individuals to help with a full array of construction services, project supply, hospitality, resources, and more.
3. We organize huge community events in which we complete comprehensive renovations in a fraction of normal time and costs. We call these inspirational events Radical Renovations. They are akin to a modern-day barn raising.

Our mission is to renew and expand non-profit community infrastructure so that charities can broaden their mandates, become more sustainable, better serve vulnerable populations, and lift up neighbourhoods where these important services are provided. We have completed millions worth of non-profit renovations in the Victoria region. A typical year will see each Chapter engage well over 100 companies, more than 50 coordinators, and in excess of 600 volunteers, who all provide either goods and/or labour in kind.

HeroWork Canada has developed an innovative model we call the "Social Impact Corporate Franchise" model. This model uses franchise business systems with the for-profit mechanisms stripped away in order to create bigger social impact. We use the term "corporate," because HeroWork Canada retains ownership and control over each chapter. (Imagine Starbucks as a charity.)

The model serves to streamline governance while preserving operational flexibility and accountability, while minimizing risk.

It also uses franchise elements such as powerful business systems, strong brand and marketing, robust training and vetting of possible locations and local leadership.

HeroWork Canada has a goal of growing to 10 chapters in 10 years. Our role is to empower local chapters to efficiently execute Radical Renovations. We focus on:

- Evaluating new communities and complete local feasibility studies;
- Vetting possible social entrepreneurs who want to start a new chapter;
- Arranging for a portion of the required start-up funds;
- Providing step-by-step processes and all the back-end infrastructure, from policies to templates, from HR processes to financial and web systems;
- Training and mentoring new chapter team leaders;

- Evaluating and ensuring the highest quality of Radical Renovation and Chapter operations;
- Provide Encouraging collaboration between chapters and HeroWork Canada;
- Advocating for system change connected to charitable infrastructure.

CULTURE

How and what HeroWork accomplishes may seem like a miracle to some, but our results arise out of hard work, deep tenacity, and the adherence to three key values:

1. **Integrity.** We do the right thing. We are honest and open. We are transparent, meaning we say what we mean, do what we say, and stay open to information. We take responsibility for meeting deadlines. We have the professional courage to resolve conflicts as they arise. We do not blame others and are quick own up to our own mistakes.
2. **People First.** We serve as a role model. We assume competency, commitment and caring for every employee and volunteer. We value everyone matters, prioritizing people's well-being and success. We invest in others' growth. We look for ways to align people with their strength. We reward and recognize co-workers, volunteers, and sponsors. We exemplify trusted leadership, and a willingness to place others' needs above their own.
3. **Teamwork.** We work cooperatively together towards a common visions and goals. We encourage open and honest communication that allows everyone to share their ideas and opinions without fear. We understand our roles and how to contribute to the team's success. We work out problems and disagreements that work best for the team. We make time to help others. We treat people with respect independent of their status or disagreement with you.

As a HeroWork employee, we establish and expect full buy-in to these values as you can expect the same from the rest of the team.

JOB SUMMARY

Reporting to the Chief Executive Officer, this position is responsible for HeroWork Canada's fundraising and marketing initiatives. Although there are some elements of local fundraising (as preparation steps for new chapters), the primary focus is to grow fundraising and marketing on a national scale. This is a new position within HeroWork Canada. The position suitable to an inspired leader who wants to contribute to the growing sophistication of a young charity with a big vision.

The wide array of responsibilities of this unique position include:

1. Leadership and Culture
2. Annual fundraising and marketing planning
3. Donor research, solicitation, and relationship management
4. Sponsor research, solicitation, and relationship management
5. Grant research, applications, and relationship management
6. Coordinate and assist Chapter fundraisers
7. Marketing and communications
8. Role model the protection of donor's privacy (HeroWork Privacy Policy)
9. Administration and data management associated with position

10. Other related tasks and deliverables, as required.

RESPONSIBILITY BREAKDOWN

Leadership and Culture

Cultivates the foundation of culture to empower the achievement of HeroWork's mission. As a leader, you have a responsibility to demonstrate the values of HeroWork and reinforce behaviours that reflect those values.

- Role model our culture and values
- Challenge behaviours that do not fit in our culture
- Conduct and communication are open, respectful, collaborative, and solution orientated
- Participates in creating a harmonious team atmosphere
- Continuous commitment in the value of our safety program

Annual Planning

- Research, design and write the national annual fundraising plan. Elements could include
 - Grant goals, targets, and measures
 - Sponsorship goals, targets, and measures
 - Donor goals, targets, and measures
 - Recruitment strategies
 - Budgets
 - Others
 - Direct mail
 - E-mail (drip) marketing
 - Text donations
 - Crowdfunding
 - Matching campaign
 - Online donations
 - Peer-to-Peer
 - Third party fundraising
 - General donations
 - Swag merchandise
 - Planned Giving
 - Events
 - Ensure HW Canada plans are coordinated with Chapter plans.
- Research, design and write annual marketing plan for fundraising
 - Strategies and campaigns
 - Goals for increased reach
 - Measurements and targets
 - Print media
 - Electronic media (radio, mobile text messages, social media platforms, social media monitoring)
 - Assets (flyers, brochures)
 - Presentations
 - Newsletters

Donor Research, Solicitation, and Relationship Management

- Develop and maintain donor management communications plan
- Develop and implement donor campaign
- Research, develop, and manage a portfolio of relationships, personally soliciting and closing gifts, as well as prospecting, cultivating and stewarding donors to maintain engagement with the organization.

Sponsor Research, Solicitation, and Relationship Management

- Research, develop, and manage a portfolio of relationships, personally soliciting and closing gifts, as well as prospecting, cultivating and stewarding sponsors to maintain engagement with the organization.
- Develop individualized sponsorship agreements and activations
- Manage and track sponsorship activation
- Write sponsorship reports

Grant Research, Applications, and Relationship Management

- Research new and existing granting applications, both family and corporate foundations/grantors
- Develop case for support
- Organize and write grant proposals, including applicable budgets
- Manage granter/foundation relationships
- Track grant deliverables and milestones
- Write and deliver grant reports (interim and final)

Coordinate and Assist Chapter Fundraisers

- Mentor Chapter Fundraisers as needed, especially new chapters
- Mitigate fundraising/donor duplication between chapters to ensure coordination across the organization
- Bring together chapter fundraisers biannually for collaboration and sharing of ideas

Marketing & Communications

- Participate in social media outreach
- Write press releases, arrange interviews with radio, TV, print, etc.
- Track and measure media reach
- Support the CEO in the develop and implementation of a marketing campaign (or communications campaigns) to increase the awareness of HeroWork, our program, and the impact of renewed infrastructure in new communities and on a national platform
- Develop communication and marketing materials as required in collaboration with the CEO (appeal letters, donor correspondence, case for support, etc.).

Role Model the protection of donor privacy

- Familiarity with and complies with HeroWork Privacy Policy
- Understand donor expectations
- Anonymous contributions to be honoured

Administration and data management associated w position:

- Inputs and manages opportunities in Salesforce that are connected to donations, grants, and sponsorship
- Maintain records to consult for future campaigns, assessing the success of campaigns to guide future strategies, and report fundraising activities;

- Provide statistical analysis of donor and fundraising activities.
- Submits receipts and invoices on a weekly basis as per protocols
- Sends out thank you letters in a timely manner
- Compiles statistical data on donations and sponsorships
- Responds to inquiries and provide information, advice, and support when necessary
- Accurately maintains donor details
- Tracks donations to better plan donor relations
- Other items as appropriate.

Other related tasks and deliverables, as required, including but not limited to marketing and communications

CORE COMPETENCIES (ALL STAFF)

Core competencies apply to all HeroWork employees regardless of their role in the organization.

- Services & Relationship in areas of donors and sponsorship, communication, interpersonal skills, diversity, and teamwork.
- Accountability/Dependability in contributing to the effectiveness of HeroWork and the overall mission of the organization
- Adaptability & Flexibility in dealing effectively with additional responsibilities, learning innovative techniques, applying them to the job, and participating in appropriate training and development opportunities.
- Decision-Making & Problem Solving in making decisions, following safe work practices, and complying with HeroWork's policies, and federal, provincial, and municipal laws. Manage human and fiscal resources effectively, developing goals which support HeroWork's mission, and setting.
- Planning and Anticipation in proactively planning, establishing priorities, allocating resources, anticipating needs and effectively managing resources. This is expressed by developing and implementing complex plans. It also involves monitoring and adjusting work to accomplish goals and deliver to HeroWork's mandate.

CORE COMPETENCIES (SPECIFIC)

Education

- post-secondary degree in philanthropic studies, business administration, communications, public relations, journalism, marketing, or related field, including fundraising.
- An equivalent combination of education and experience may be considered.

Experience

- a minimum of 3 to 5 years' experience in fundraising/donor relations with a proven track record of success of interacting with donors directly, and in raising funds for non-profit organizations;
- building community partnerships and securing individual and corporate gifts, with a track record of identifying, cultivating and soliciting, stewarding and strengthening relationships
- consistent experience meeting/exceeding high-level fundraising performance metrics;

- experience creating budgets and financial reports;
- fully literate with MS Office Suite (outlook, word, excel, etc.) and technical expertise including the ability to learn and adapt to new programs and processes as required;
- Marketing and communication experience;
- High competency and knowledgeable in fundraising;
- High competency writing, especially marketing scripts and grant writing.

Skills and Abilities

- Excellent communication, public speaking, and presentation skills
- Detail oriented to deal with large volumes of data, including lists of people's names and phone numbers, and comply with provincial and federal legislation
- For qualified people, preference may be given to HeroWork volunteers
- Results Orientation
- Accountable

Knowledge

- Gain a comprehensive understanding of Radial Renovations and our organization as a one-of-a-kind charity that renovates other charities.
- Extensive knowledge of and ability to effectively interact with senior level business and community leaders across Canada.
- Knowledge of current trends influencing the success of the non-profit sector.

Assets

- Construction knowledge and/or experience
- Familiarity with sales methodology

WORK CONDITIONS

- Ability to work the occasional evening and weekends.
- Ability to be physically active on a construction job site.
- Manual dexterity required to use desktop computer, peripherals, power tools, etc.
- Exciting, fast-paced environment that evolves quickly. Must be able to handle change elegantly and efficiently.
- Travel to new and existing chapters
- Valid BC Driver's License

RENUMERATION

- The salary range for this full-time position is wide and dependent on experience.
- Four weeks' vacation, including management supplement
- Extended health and dental