

HEROWORK CANADA

ADVANCEMENT AND MARKETING MANAGER

Job Advertisement

The Advancement and Marketing Manager will contribute to an overall goal of making HeroWork Canada self-sustaining. While reporting to the CEO, the role will work collaboratively with all team members. The role is perfect if you are a positive, creative, self-starter inspired by our vision to replicate the HeroWork into more communities across the country – ten communities in ten years! We know that many charity buildings and infrastructure are in poor condition, diminishing non-profit's ability to deliver important social services, to be innovative, and respond to changing needs of vulnerable populations.

We are looking for a professional and experienced fundraiser who is passionate about transforming communities. The successful candidate will have experience building community partnerships and securing individual and corporate gifts, with a proven track record of identifying, cultivating and soliciting, stewarding, and strengthening relationships.

Professional Responsibilities

- Develop and maintain a national fundraising strategy, including but not limited to:
 - individual giving through various methods;
 - corporate giving;
 - community partnerships;
 - foundations and grants.
- Manage a portfolio of relationships; personally soliciting and closing gifts as well as prospecting, cultivating and stewarding donors to maintain engagement with the organization.
- Undertaking research for potential donors and devising strategies to implement and coordinate campaigns and events.
- Maintain records to consult for future campaigns, assess the success of campaigns to guide future strategies, and report fundraising activities;
- Develop communication and marketing materials as required in collaboration with the CEO (appeal letters, donor correspondence, case for support, etc.).
- Develop marketing and communication plans that support fundraising and HeroWork Canada in general.
- Assist the CEO in the development of a national marketing and communications plan;

- Provide statistical analysis of donor and fundraising activities.
- Gain a comprehensive understanding of Radial Renovations and our organization as a one-of-a-kind charity that renovates other charities.
- Acknowledge the importance of the contribution of others; share and celebrate success.
- Undertake administrative requirements related to role including data entry into our Customer Relationship Management database (Salesforce).
- Perform other duties as needed to ensure the effective operations of the organization.

Our ideal candidate will possess:

Education

- post-secondary degree in philanthropic studies, business administration, communications, public relations, 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;
- 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;
- must have the demonstrated ability to secure significant gifts.

Knowledge

- 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.

What our ideal candidate looks like

- An enthusiastic "*get it done*" attitude, contributing to a positive, forward-thinking environment.
- Superior presentation, written and written communication skills and the ability to provide clear information, with vigorous attention to detail.
- Excellent teamwork, and interpersonal skills, including the ability to work respectfully and collaboratively with various individuals.
- Well-organized approach to donor management and developing strong partnerships.
- Strong project management, organizational and time management skills.
- Thrives in high energy, busy environments while maintaining professionalism and sound judgment.

- Demonstrated initiative, creativity, effectiveness and organizational skills and the ability to work well and within tight timelines.
- Demonstrated professionalism and tact in handling highly sensitive and confidential information ethically, adhering to professional standards and protecting the confidential information of the HeroWork Society and its donors.
- Proven ability to set and accomplish goals/objectives and establish priorities with minimal direction.
- Dependable, reliable
- Must be able to work simultaneously on a variety of complex projects with tight deadlines.
- Represent HeroWork Canada, when requested, at official meetings and functions as required.

Assets

- Knowledge and experience working with Salesforce and (name of private foundation software), an asset.

Must have a valid driver's license and access to a reliable vehicle.

Must be able to work occasional weekends and evenings.

For complete details about this opportunity, please refer to the attached job description.

For more information about the job, please contact Paul Latour 250-590-4221 or paul@herowork.com. Please do not send resumes to Paul.

Application Requirements

- Cover Letter, and
- Resume

You must clearly demonstrate how you meet the education and experience as outlined in the job description attached.

Send your resume and cover letter to Linda.Morrison@HeroWork.com.