

Advancement & Marketing Manager - Job Description

Salary: \$75,000 - \$90,000

SOCIETY BACKGROUND

HeroWork Canada is the umbrella section of HeroWork's operations within which chapters function.

Since 2014, HeroWork has helped to create massive positive change for other charities by transforming their buildings through large community events called Radical Renovations. These Radical Renovations are akin to an “extreme makeover” partnered with a “modern-day barn-raising,” in which hundreds of volunteers and dozens of companies come together to complete projects at a fraction of time and costs.

A typical project has hundreds of volunteers and over one hundred companies, each providing goods and labour in kind. Over time we have engaged thousands of volunteers and hundreds of companies, bringing together a wide range of stakeholders from professionals to trades and sub-trades, from corporate offices to people of all walks of life, including clients of the service providers and youth.

It is truly a community-driven program that leverages social capital in an astounding way.

Our mission is to improve charitable infrastructure benefiting vulnerable populations with a vision to create and sustain a movement of inspired communities to do the same, impacting towns and cities across Canada.

HeroWork Canada is deploying a systems-approach to charity infrastructure renewal, evolving our programming to tackle this systemic challenge from multiple angles.

To this end, we have created regional operations and national operations. Regional operations (a HeroWork Chapter) are designed to focus on the delivery of Radical Renovation projects and all associated elements. National operations (HeroWork Canada) are designed to focus on new chapter start-ups, open sourcing of our methodology through training and education, consulting on charity infrastructure renewal, and research.

CULTURE

HeroWork Canada (HWC) is expanding operations from its home base in Victoria into the Greater Vancouver region. HWC seeks a professional fundraiser and marketing expert to help facilitate

this expansion. The ideal candidate will fit into our workplace culture and will embody the following organizational values:

1. **Integrity.** We always aim to 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 new information. We take responsibility when setting and meeting deadlines. We have the professional courage to resolve conflicts as they arise. We do not blame others and are quick to own up to our own mistakes and learn from them.
2. **People First.** We acknowledge that everyone matters, and everyone contributes, prioritizing people's strengths, well-being, and success. We invest in others' growth. We look for ways to align people with tasks that amplify their strengths. We reward and recognize co-workers, volunteers, and sponsors. We exemplify trusted leadership and a willingness to place others' needs above our own.
3. **Teamwork.** We work collaboratively toward a common vision and shared goals. We encourage open and honest communication that allows everyone to share their ideas, concerns, and opinions without fear. We understand the roles of every team member and how each of us contributes to the team's success. We identify and work out problems and disagreements as they arise. We make time to help others. We treat all people with respect first and foremost, at all times.

JOB SUMMARY

Working directly with and reporting to the Chief Executive Officer, this position's primary responsibility is for HeroWork Canada's fundraising with a secondary focus on communications and marketing initiatives. Initially the focus will be in Greater Vancouver for new chapter start up, and eventually expand as HeroWork Canada reaches into new communities.

Although there is a wide array of responsibilities, there are several main elements to this job.

- Fundraising
- Marketing

Once HeroWork becomes established in Vancouver, the primary geographical focus of this position will shift to include growing fundraising and marketing efforts on a national scale.

ACCOUNTABILITIES

Fundraising:

1. Planning
 - Develops annual fundraising plans.
 - Conducts sponsor research and outreach developing partners for HeroWork Canada.
 - Keeps abreast of philanthropy opportunities and trends.
 - Manages and monitors annual budgets as well as local project budgets to ensure funds are raised and in place to deliver the objectives of the organization.

- Collaborates with partner-charity fundraisers so as to not cross over or compete in their fundraising territories.
2. Donor and Sponsor Relationships and Solicitation
- Conducts donor/funder research and builds relationships in advance of solicitation.
 - Maintains ongoing donor/funder relationships and engagement through events, activities, recognition.
 - Uses expertise to have planned giving conversations with donors contemplating their estate plans.
 - Solicits donors and funders for ongoing and specific project support.
 - Collaborates with HeroWork Canada supporters who wish to hold third-party fundraising events.
 - Works with HeroWork board members and other volunteers to ascertain and leverage their contacts and connections for support.
 - Assists with the organization of events and projects where there is a fundraising or communications interface.
3. Grant Management
- Research grant funding opportunities, establishes relationships with grant funders/officers, writes solid funding applications and reports adhering to deadlines.

Marketing:

1. Develops annual marketing and communication plans.
2. Designs media releases and case studies to communicate the achievements and effectiveness of HeroWork Canada in the community
3. Prepares presentation decks, case statements and videos to secure partnerships and funding supports.
4. Makes presentations and solicitations for support, arrange and conduct media interviews and provides media packages in advance of announcements/events.
5. Collaborates with operations staff to collect human-interest stories that can be written and shared with media (traditional and social) to increase support and brand awareness.
6. Ensures organizational Branding and Style guides are updated and utilized in all communications.

Undertakes other tasks as needed and/or assigned.

JOB REQUIREMENTS

EDUCATION

- Post-secondary degree or certification in humanities/social services, philanthropic studies (AFP, CRFE, CAGP), business administration, communications, public relations, journalism, marketing, or related field.
- An equivalent combination of education and relevant experience may also 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;
- Experience building community partnerships and securing individual and corporate gifts, with a track record of identifying, cultivating, soliciting, stewarding, and strengthening relationships;
- Experience fundraising and communicating on behalf of other charities or non-profit organizations;
- Demonstrated experience in financial literacy creating budgets and financial reports;
- Fully competent and operational 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;
- Media, marketing, and communication experience;
- Experience in the planning and delivery of presentations and events;
- Experience in goal setting, goal achieving and report writing.

KNOWLEDGE, SKILLS, AND ABILITIES

- Demonstrated ability meeting/exceeding high-level fundraising (or sales) performance metrics;
- Demonstrated high competency and knowledgeable in principles of fundraising and charity-related Canada Revenue Agency requirements;
- Demonstrated high competency in writing, especially marketing scripts and grant and report writing.
- Knowledgeable and adherent to provincial and federal legislation regarding charity operations and donor privacy
- 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 charitable sector.
- Excellent communication, public speaking, writing and presentation skills.
- Personable, authentic, and outgoing personality with exceptional listening skills.
- Detail and multi-task oriented to deal with large volumes of data, including donor/funder lists, budgets, funding criteria, deadlines, spreadsheets.

ASSETS

- A comprehensive understanding of HeroWork's Radial Renovations and our organization as a one-of-a-kind charity that renovates other charity's buildings and associated infrastructure.
- Construction/Trades knowledge and/or experience in renovations.
- Familiarity with sales methodology and the donor cycle.
- Personal drive, accountability, and integrity needed to succeed at the job.

PREFERENCE

- Experience/familiarity with BC's Lower Mainland (Greater Vancouver) charity and fundraising environment.
- Professional fundraising certification (AFP, CRFE, CAGP).

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 meet donors and to visit new and existing HeroWork Chapters.
- Possess and maintain a valid BC Driver's License and access to reliable transportation.

RENUMERATION

- The salary range for this full-time position is established within the organization's salary structure and will be dependent on relevant work experience, skills, and education.
- Two weeks' vacation supplemented with two week's management supplement for occasional overtime hours worked
- Extended health and dental insurance coverage after successful performance evaluation period