

Director of Development
Position Description

Position Title: Director of Development

Reports To: Executive Director

Status: 1.0 FTE, Contract Maternity Leave Position (15 months)

Direct Report(s): Annual Giving Officer, Events Coordinator, Stewardship & Engagement Officer, Donor Entry Clerk, Marketing & Communications Officer, and Database Contractor

Position Summary: The Director of Development is responsible for all fundraising initiatives and activities of the organization. They are directly responsible for the development and implementation of the annual giving plan including cultivating and maintaining relationships with new and existing donors and supporters, developing and building a Major Gifts Program, researching, writing grant proposals, and providing evaluation reports as required. They also lead the marketing initiatives of all Hospice Calgary departments.

As a member of the Leadership Team, the Director of Development participates in strategic planning and budgeting initiatives. They work within the guidelines, policies and mission of the organization and will be accountable and responsible for specific projects as assigned.

The position also contributes to an ethical, safe, and inclusive environment through knowledge and practice of the organization's policies and procedures.

Primary Duties and Responsibilities

Strategic Planning

- Collaborate with the Executive Director to implement the organization's Fund Development & Marketing Plan to increase revenues and support the strategic directions of the organization in accordance with ethical fundraising principles .
- Monitor, evaluate, and adapt strategies of all fundraising activities to ensure that fundraising goals are being achieved.
- Build relationships with community stakeholders to advance the mission and fundraising goals of the organization
- Assume other responsibilities as assigned by the Executive Director.

Organize Fund Development Activities

- Develop policies and procedures for the department that reflect ethical fundraising practices.
- Prepare and submit grant applications as outlined in the Fund Development & Marketing Plan.
- Oversee the planning and execution of fundraising events (Sage Soiree, Hike for Hospice, 3rd party events) as specified in the Fund Development & Marketing Plan.
- Identify and develop corporate, community, and individual prospects for the organization's fundraising priorities.
- Oversee the administration of a donor mailing list and database in accordance with applicable privacy policies and legislation.
- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fund raising processes are carried out in a timely manner.
- Foster an understanding of philanthropy within the organization.

Marketing and Communications

- Develop, implement, and evaluate a comprehensive marketing and communications plan in alignment with the organization's business plan.
- Design, develop, and implement external community engagement strategies.
- Liaise with Hospice Calgary departments to manage marketing of programs and public awareness initiatives including both print and electronic lists.
- Coordinate the design, printing, and distribution of marketing and communication materials.
- Assist with branding initiatives and assume leadership on M & C projects as required.

Budgeting and Forecasting

- Develop and gain approval for an annual income and expenditure budget for the fund development program.
- Prepare regular reports on progress, budgets, receipts and expenditures related to fundraising and the management of the fund development activities.
- Monitor expenses and analyze budget reports on fund development and marketing budgets and recommend changes as necessary.
- Work collaboratively with the Finance Department to ensure accurate coding and receipting.

Human Resource Management

- Direct, plan, and coordinate the work of direct reports including supervision and evaluation, training, and team building.
- Assume responsibility for coaching and performance management of direct report(s).
- Organize and attend departmental meetings to maintain effective communication.
- Co-lead quarterly M & D team meetings to engage with the entire team and identify potential areas of growth.

Qualifications & Competencies

- Post-secondary degree; CFRE Designation an asset.
- Active membership in AFP.
- 10 years progressive experience as a fund development professional including senior positions.
- Minimum 5 years of senior management experience.
- People person; successful record of establishing and maintaining effective and professional relationships with donors, volunteers, and co-workers and high emotional intelligence.
- Outstanding oral and written communication skills.
- Excellent computer skills and familiarity with donor database operation.
- Previous experience and appreciation working with volunteers.
- Strong knowledge of the Calgary fundraising community.

Working Conditions

- A standard work week is usually required; 168 hours per month on average.
- Evenings and weekends during major campaigns and special events may be necessary.