



Carpenter Hospice

Making Moments Matter

Carpenter Hospice is a home in the heart of Burlington that offers both residential-based care and community-based programs to people in the last stages of their lives. It lets residents spend their final days together with loved ones in an environment that is peaceful, comfortable and meaningful. It is staffed by a dedicated team of professionals and volunteers who provide compassionate, palliative care to meet residents' every need and ensure that each moment counts.

Development Coordinator / Capital Campaign Manager

Full Time – Maternity Leave Contract

Start Date: May 14, 2018

Summary

Reporting to the Executive Director and working as a member of the Leadership Team, the Development Coordinator will be responsible for the design, management and implementation of a sustainable fund development strategy, as well as a strategic plan to ensure a clear and consistent brand and marketing presence. You will analyze trends in Canadian fundraising; identifying opportunities and challenges and developing strategies to ensure hospice goals are met. As the Development Coordinator you will manage and advance the Carpenter Hospice brand, ensuring its essence, revitalization and adherence to Carpenter's philosophy of care and standards. You will develop a viable framework for building new relationships with potential donors, as well as maintain and nurture relationships with established donors. The Development Coordinator is responsible for the creation, implementation and growth of innovative and impactful acknowledgement activities that contribute to a high quality donor service.

Accountability

In the role of Development Coordinator you are accountable to the organization, including the Board of Directors, Executive Director and colleagues. It is essential you perform your duties in accordance with the highest standards and best practices in palliative care, time management and fiscal responsibility. You are accountable to the residents and their families, ensuring we practice ethically, honestly and efficiently, to offer the safest and most sustainable care. You will be accountable to donors; meeting public expectation that funds will be utilized appropriately and provide the best possible return on their investment, in order to best serve residents and the community.

Professionalism

In the role of Development Coordinator, you are expected to demonstrate professionalism through excellence in knowledge, judgement and behaviour. In the course of your duties, you will consistently demonstrate our core values of respect, honesty and equity. You will honour confidentiality and the autonomy of the residents and staff. You will demonstrate appropriate conflict resolution strategies and participate in reflective practice to identify challenges and contribute to solutions.

Management

The Development Coordinator oversees Fund Development at Carpenter Hospice, providing management and support to administrative staff including the Donor Database and Records Specialist, Development Assistant, and Development Volunteers.

Duties

Include but not limited to...

- Work in collaboration with staff, volunteers, event organizers, media and others to leverage our brand, achieve promotional synergies, and maintain positive ongoing relations and marketing opportunities
- Review and approve appropriate use of the hospice style guidelines with all staff, volunteers, third party event organizers and vendors
- Provide leadership for all fundraising/donor initiatives including event committees, third party events, etc.
- Ensure all fundraising/donor activities comply in accordance to regulatory, legislative requirements and Hospice policies and procedures
- Conduct an evaluation of all fundraising/donation trends and initiatives
- Conduct research on fundraising/donation trends and initiatives
- Oversee potential grant opportunities in support of Hospice programs and services
- Develop a framework for major individual and planned giving strategies
- Lead the effective use of all social media activities for the organization, leveraging new technologies for communication, fundraising, promotion and marketing
- Develop accurate reports relating to all activities and events including but not limited to information related to risk assessment, lifespan of event/activity, evaluation reports and recommendations

Capital Campaign Management

The Capital Campaign Manager (CCM) at Carpenter Hospice is responsible for planning, growing and managing all aspects of fundraising and communication strategies for the Redevelopment Campaign – Making Room Project.

In addition to regular annual fundraising efforts, the CCM will manage all aspects of a capital campaign.

The CCM will report to the Executive Director and will champion and promote the mission of the Hospice to the community and to current and potential donors.

The CCM will work with the Capital Campaign Cabinet to develop fundraising goals, strategies, and approaches to increase and strengthen fundraising efforts.

Responsibilities may include establishing and maintaining strong community engagement, social media presence, seeking out new funding opportunities, organizing and managing special events; and recruiting and cultivating community leaders to support the campaign.

Duties

Include but not limited to...

- Develop a systematic strategic plan to diversify, strengthen and increase the major gifts funding base and develop new sources of funding
 - Manage and coordinate all aspects of fundraising, donor cultivation, solicitation and public relations
 - Manage the creation of promotional materials and advertisement to enhance community awareness and generate donations in support of the campaign
 - Develop ongoing relationships with key prospects and donors
 - Ensure that donors are appropriately acknowledged and recognized through donor recognition and naming opportunities
 - Oversee potential grant opportunities in support of the campaign
 - Supervise donor database management, information retrieval and analysis. Prepare appropriate reports through Raiser's Edge
 - Supervise, create and coordinate fundraising events as part of the overall fundraising effort
 - Provide monthly development reports regarding fundraising goals, initiatives, and progress to the Executive Director and the Capital Campaign Cabinet.
 - Identify and negotiate significant in-kind services and community partnerships in support of the campaign
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Position Requirements

- Post-secondary education related to fundraising, communications, sales and/or marketing or related work experience
- Demonstrated experience in a not-for-profit development/fundraising role
- Demonstrated success with Major Gifts stewardship, asks, gift acceptance, and donor recognition
- Demonstrated understanding of marketing principles, trends and strategies
- Certified Fund Raising Executive (CFRE) designation an asset
- Member of AFP, AHP, or CAGP preferred
- Demonstrated knowledge and commitment to best practices in stewardship
- Demonstrated exceptional written, oral and presentation skills
- Demonstrated excellence in customer service and diplomacy
- Excellent organizational, critical thinking, and negotiating skills
- Proficiency with various software programs such as MS Office Suite (Word, Excel, PowerPoint, Outlook and Publisher)

Schedule of Hours

Monday to Friday, thirty seven and a half (37.5) hours per week.

Frequent evenings/weekend work required to meet program and special event needs.

Working Conditions

Significant computer use in an office environment with exposure to frequent interruptions.
Some travel required.



How to Apply

We encourage all candidates with the right skill mix and abilities to please send résumés and cover letters by email before the closing date of April 16, 2018 to:

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