



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 living with a life limiting illness. It lets residents spend their final days together with loved ones in an environment that is peaceful, comfortable and meaningful. It provides support to program participants with psychosocial, mental-emotional, and practical support, and those who care for them, in a friendly and caring setting. It is staffed by a dedicated team of professionals and volunteers who provide compassionate, palliative care to meet needs and ensure that each moment counts.

Engagement & Development Manager/Capital Campaign Manager

Permanent Full Time

Summary

Reporting to the Executive Director and working as a member of the Leadership Team, the Development Manager (DM) will be responsible for the design, management and implementation of a sustainable fund development strategy as well as a strategic communications plan to ensure a clear and consistent brand and marketing presence. The Development Manager manages the implementation of a strategic approach to fundraising including annual gifts, major gifts, corporate donations, private foundation support, and in-kind resources. The DM analyzes trends in Canadian fundraising, identifies opportunities and challenges and develops strategies to ensure hospice goals are met. As the Development Manager you will manage and evolve 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 Manager is responsible for the creation, implementation and growth of innovative and impactful acknowledgement activities that contribute to a high quality donor service and sustainability for the organization.

Accountability

In the role of Development Manager you are accountable to the organization including the Board of Directors, Executive Director and colleagues, ensuring 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, 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, 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.

Duties

Include but not limited to...

- Develop and implement a comprehensive strategic fundraising model to ensure financial objectives and organizational sustainability;
- Develop and implement comprehensive, individual plans for identifying, assessing, qualifying, cultivating, soliciting and stewarding gifts from individuals, corporations, and foundations to meet fundraising objectives;
- Work in collaboration with staff, volunteers, event organizers, media and others to leverage our brand and 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 part even organizers and vendors;
- Provide management 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;
- Conducts an evaluation and evaluation of fundraising/donation trends and initiatives to inform the hospice's fundraising strategy;
- Oversee potential grant opportunities in support of Hospice programs and services
- Develops a framework for major individual and planned giving strategies;
- Manages Hospice Fundraising events (Gala, Hike, Direct Mail Campaign, etc.);
- Leads the effective use of all social media activities for the organization, leveraging new technologies for communication, fundraising, promotion and marketing;
- Develops 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;
- Alternates the on-call duties with other members of the management on-call team for any after hour issues that may arise;
- Other duties as assigned.

Capital Campaign Management (18 months)

The Campaign Manager (CCM) at Carpenter Hospice is responsible for managing all aspects of fundraising and communication strategies for the Hospice's comprehensive Campaign.

In addition to regular annual fundraising efforts, the CCM will manage all aspects of the comprehensive 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 Campaign Cabinet to develop fundraising goals, strategies, and approaches to increase and strengthen fundraising efforts, including 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.

Campaign Duties

Include but not limited to...

- Develop and execute a systematic strategic plan to diversify, strengthen and increase the major gifts funding base and develop new sources of funding;
- Manage 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 campaign fundraising events as part of the overall fundraising effort;
- Provide monthly development reports regarding fundraising goals and initiatives, and progress to the Executive Director and the Campaign Cabinet;
- Identify and negotiate significant in-kind services and community partnerships in support of the campaign.

Position Requirements

- Post-secondary education related to fundraising, communications, sales and/or marketing or related work experience
- Certified Fund Raising Executive (CFRE) designation an asset
- Member of AFP, AHP, or CAGP preferred
- Minimum of 8 years successful fund raising experience
- Demonstrated experience in a health/community 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
- Campaign experience an asset
- 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, and 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 30, 2019 to:

admin@thecarpenterhospice.com

Carpenter Hospice is an equal opportunity employer.