



Job Description

Position: Director, Philanthropy

Reporting to: CEO

Edited Aug 5, 2022

Job Summary:

Over the past two years United Way Waterloo Region Communities (WRC) has been revamping the way we work in our local community, from completely changing our funding model to be as responsive to community need as possible, to embarking on a new campaign for a cause model to connect with the individual Waterloo Region resident on making an impact on what's important to them. We are looking for an energetic, self-motivated, outside of the box thinker to join our team and take our fundraising strategy to the next level. This role comes with incredible opportunities to build relationships with individuals and organizations across the community to come together and raise support for the most pressing issues we are seeing today.

The purpose of this position is to direct and execute United Way WRC's fundraising efforts, which includes developing and leading a new dynamic and impactful New Business Development Strategy, with the aim of continuing to grow the community campaign and help guide the transition from a workplace focused campaign to one focused on the individual donor. This position will work cross functionally to achieve all goals.

This position will help to strengthen existing and develop new partnerships using strong relationship management skills and practices. This will be achieved by delivering on new and evolving fundraising and stewardship practices while utilizing current marketing and communication products and initiatives.

Job Responsibilities:

- **Fundraising & New Business Development Strategy**
 - a. Leads the planning and execution of all fundraising strategies and tactics for United Way WRC with particular focus on developing a New Business model that outlines goals, strategy and tactics
 - b. Leads a cross functional approach in the identification, design, and implementation of new fundraising strategies to grow overall revenue in existing workplace and individual accounts as well as acquiring new donors with clearly defined new business goals
 - c. Works hand in hand with the CEO to solicit new donors (corporate and individual)
 - d. Oversees individual staff member goals in order to reach targets, with specific focus on retention and growth (growing existing donor contributions and acquiring new donors)
- **Donor Relations (Workplace & Individual):**

- a. Responsible for managing relationships with key workplace accounts, leading the planning and execution of fundraising strategies and tactics, paying particular attention to developing and maintaining relationships
 - b. Supports philanthropy team as needed with corporate and individual donor meetings, presentations, etc.
 - c. Attends and/or facilitates community or virtual engagement activities when required (tours, volunteer days, simulations, guest speakers, campaign launches, updates, fundraising events, etc.)
- **Management & Human Resources:**
 - a. Responsible for 5 full time direct reports on the Philanthropy team along with various temporary staff members (co-op students and seconded employees from other organizations internally know as Workplace Campaign Coordinators)
 - b. Participates as a member of the senior management team and provide insight and feedback into organizational strategies
 - c. Oversees the day-to-day work of any Philanthropy team members reporting directly to this position, including fostering constructive working relationships, monitoring workload, measuring goal completion on a continual basis, and providing direction and problem-solving support on a continual basis
 - d. Sets expectations, assigns responsibilities and goals, oversees, and provides feedback to Sponsored Employees and Philanthropy Co-op student(s) where applicable
- **Stewardship:**
 - a. Assists in the development and implementation of the organizational stewardship plan in partnership with the Senior Directors of Impact and Stewardship and Marketing and Communications
 - b. Maintains and strengthens relationships with Employee Campaign Manager(s) and volunteers, leadership and individual donors
 - c. Exemplifies outstanding client service practices and behaviours
- **Communications:**
 - a. Communicates with donors, volunteers, community partners and employees using verbal, written and digital techniques
 - b. Creates and delivers impactful and inspiring United Way presentations to a variety of audiences
- **Volunteer Management:**
 - a. Part of the senior management team that leads the recruitment of the Campaign Cabinet and other individual donor volunteers
 - b. Leads the training and management of the senior volunteers on the Campaign Cabinet and any other fundraising related volunteers
 - c. Supports the Board of Directors in fundraising activities as needed
- **Equity**
 - a. Support the development and implementation of actions to further the organization's equity strategy.
- **Process and Procedures:**
 - a. Maintains current knowledge of best practices, models and trends, and support the implementation of appropriate improvements
 - b. Works with Philanthropy Financial Lead to track financial campaign performance
 - c. Independently tracks performance goals and provides weekly reporting on progress to goal completion on managed accounts
 - d. Tracks all communication and relevant information within the database in a timely manner
 - e. Ensures that existing fundraising strategies and tactics are evaluated and leads the strategy sessions to identify and recommend new initiatives
- **Committee Participation**
 - a. Participates in internal committees as necessary
 - b. Represents United Way WRC at workplace committees as appropriate

- **United Way WRC Promotion:**
 - a. Represents United Way WRC as required (presentations, social media, etc.)
 - b. Promotes United Way values, brand and mission
 - c. Accompanies the CEO when required

Other duties as agreed.

Job Skills/Qualifications (Knowledge, skills and abilities):

Required

- Post-secondary education in a related field
- A minimum of three to 5 years of directly related work experience, including fundraising (corporate and/or individual), sponsorship, corporate social responsibility, or customer relationship management strategy and tactics
- Intermediate leadership experience and skills
- Demonstrated capacity to think strategically with expertise in complex problem solving, decision making, and critical thinking skills; demonstrated good judgment
- Excellent relationship skills – ability to build new relationships and maintain existing relationships is required; volunteer management skills are an asset
- Excellent communication skills (both verbal and written); both with internal and external individuals, experience in public speaking is an asset
- Excellent interpersonal skills, including proven ability to work with senior staff, volunteers, and leaders in the community, as well as cross-functionally with other teams internally; ability to motivate individuals and teams to achieve results
- Excellent organizational and task management skills, attention to details, and proven ability to meet deadlines
- Excellent attention to detail and accuracy
- Excellent computer skills: Microsoft Office Products, database, CRM, other computer skills
- Basic research skills
- Moderate knowledge of program design and evaluation

Salary Range: \$70,000 to 80,000/year plus a generous benefit package including a health spending account and pension plan matching

Working Conditions:

- Office environment
- Flexibility to work from home when necessary
- Occasional evening and weekend work
- Need to adjust hours and schedule as necessary to meet the demands of the community, as events and opportunities to develop relationships occur outside of regular business hours
- Some travel within Waterloo Region may be required
- May sit for extended periods
- May involve significant computer use
- May include set up and take down at events
- May require packing and unpacking of materials up to 20 lbs