



DIRECTOR OF FUND DEVELOPMENT & COMMUNICATIONS

About Habitat for Humanity Victoria

Habitat for Humanity Victoria is a community-based charity working in tandem with Habitat affiliates across Canada and around the world toward a vision where everyone has a safe and decent place to live. Habitat for Humanity brings communities together to help working families build strength, stability, and independence through affordable homeownership.

About the Opportunity

Habitat Victoria seeks a highly skilled, dynamic, and results-oriented professional to lead its fund development, communications and marketing initiatives. The position is responsible for designing and executing a multi-year fundraising plan including corporate sponsorship, individual giving, special events, grants, major gifts, and legacy giving. The Director of Fund Development and Communications also supervises the Marketing Manager in planning all of the charity's marketing activities, including those for its social enterprise, ReStore.

The position is part of the senior leadership team and reports to the Chief Executive Officer. The position has a supervisory role of a small team.

Qualifications:

- Minimum of 5 years of experience leading revenue development efforts
- Minimum 3-5 years of experience with marketing initiatives
- Proven track record with achieving targets of multi-faceted fundraising initiatives
- Proven track record designing and implementing effective marketing strategies
- Proven success with securing corporate sponsorships and skilled with cultivating partner relationships and creating impactful sponsorship recognition programs
- Excellent written and verbal communication skills, with proven success securing grants from government, and public and private foundations
- Able to lead and take initiative
- Ability to supervise and direct department staff
- Strong project management skills: organized, detail oriented with capacity to multi-task & prioritize and create and implement special events
- Advanced level skills Microsoft Office Suite (specifically Excel and Word), and proficiency with Adobe Creative Suite (considered an asset), database management (Keela is used at HFHV) and website layout/design strongly preferred
- Outstanding interpersonal, presentation and communication skills
- Demonstrated ability to capitalize on social media opportunities
- Strong knowledge of federal and provincial legislation regarding charities, as well as adherence to the Canadian Centre for Philanthropy's Ethical Fundraising and Financial Accountability Code
- Flexible and open to varied work schedule (including some weekend and evening hours)

Key Roles & Responsibilities:

Fund Development

- Develop 3-year Fundraising Plan utilizing proven and innovative fundraising strategies
- Develop the annual budget for the department, including revenue targets and expenses
- Provide leadership and direction on fundraising initiatives (e.g. donor development, corporate giving, and major gifts, including in-kind and financial donations, sponsor prospects, legacy giving)
- Develop required fundraising policies and procedures that reflect Habitat's vision, mission and values and which reflect ethical fundraising practices
- Develop donor recognition and renewal programs and ensure accurate, timely implementation to ensure donors are recognized appropriately
- Develop and implement annual fundraising asks, including direct marketing efforts
- Steward, in conjunction with the CEO or other appropriate staff, existing relationships and develop new relationships with:
 - Corporate partners (including securing Team Build / Adopt-a-Day sponsors)
 - Major donors
 - Large funders (e.g. government, foundations)
 - Individual donors
 - Faith groups and service organizations
- Research, prepare and submit innovative fundraising grant proposals to government, public and private foundations
- Prepare fulfillment reports as required under funding agreements with government, foundations or other major funders
- Develop and oversee the planning and execution of all fundraising events, including third-party fundraisers
- Coordinate with Build & ReStore teams regarding gifts-in-kind donations for capital projects
- Prepare regular progress reports on fundraising targets and activities
- Ensure excellent records of all donor and fundraising information within the database (Keela); provide direction to staff as needed in preparing tax receipts and donor recognition materials including thank you letters and other required material

Marketing & Communications

- In coordination with the Marketing Manager, oversee the development and delivery of a multi-year Marketing Plan encompassing all facets of the organization:
 - Homeownership Program
 - Build Program
 - ReStore Program
 - Volunteer Program

and including:

- Website traffic
- Social media presence and traffic
- Public outreach material (brochures, rack cards, display units, etc)
- Newsletters
- Advertisements (radio, tv, print)
- PSAs and media releases

- Assist the Marketing Manager with appropriate stakeholder relationships across all programs, annual budgets for marketing, advertising and promotional efforts
- Stay abreast of successful strategies in the industry and of other Habitat affiliates

Issues Management

- Coordinate, with the CEO, Board of Directors, senior leadership team and, when appropriate, Habitat for Humanity Canada, the management of public relations issues impacting the brand of Habitat, its program or events, particularly if they are in the media or through social media channels.

General

- Comply with all Habitat Victoria policies and procedures
- Keep informed of developments in provincial, federal or other legislation governing the areas of responsibility
- These are representative duties and responsibilities, which are not all encompassing and may change from time to time.