

Société Alzheimer Society

NOVA SCOTIA

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JOB TITLE: Manager, Transformational Giving
DEPARTMENT: Philanthropy

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THE OPPORTUNITY:

The *Manager of Transformational Giving* is a new position at ASNS, created in response to organisational growth and the need to diversify, develop, implement, evaluate, and grow revenue streams. This is a key donor-focused revenue development position in the Society and, under direction from the *Director of Philanthropy*, is accountable for the identification, cultivation and solicitation of new donors as well as managing a portfolio of current donors to grow and deepen relationships that will result in sustainable funding. Core focus will be mid-level giving, monthly donors, planned giving, and identification and cultivation of major donor prospects.

ACCOUNTABILITY AND RELATIONSHIPS:

Reporting to the *Director of Philanthropy*, the *Manager of Transformational Giving* plays a significant role in the Philanthropy team and will work closely with our Manager of Annual Giving, the rest of the philanthropy team, and staff organisation-wide to ensure a cohesive revenue development strategy that promotes sustainability and is directly linked to mission. Our organisation is in a significant phase of growth and development; currently, this position will have no direct reports but as we continue to grow, we expect this to change. There will be a requirement to engage volunteers via recruitment, training, and leadership. The position will hold important relationships with stakeholders to include (but not limited to) donors in all giving categories, foundations, corporate groups, and other working partners. As a member of a small but effective management team, the position is also key in upholding and modelling society values and work ethic. The position is managed against fundraising targets both annually and in relation to our 5-year rolling growth plan.

This is a permanent, full-time position (35 hours). Core hours are Monday-Friday 8:30 a.m. to 4:30 p.m.; given the nature of the role and the fundraising environment in general, the position will involve some evening and weekend work, which is compensated on a flex-time basis. The position will be a combination of remote (home office) and in-office working.

KEY AREAS OF RESPONSIBILITY:

- A.** Cultivate, manage and steward own portfolio of individual donors, foundations, and corporate support ranging from \$500 to \$5,000/year.
- B.** Support ASNS senior leadership in creation and delivery of ASNS's overarching strategic plan.
- C.** Research, Create, implement and evaluate the transformational giving strategy including all appeals, stewardship and contact points for all donor groups. Develop tools & techniques to monitor and evaluate success. Recommend new appeal types and communication strategies to attract all donor groups.
- D.** Prepare, submit and monitor the fundraising budget. Evaluate fundraising potential in all transformational giving categories and create a fundraising budget that achieves organizational goals and maximizes revenue. Be accountable for achieving goals & budget projections.
- E.** Ensure all donors are recognized and stewarded. Working collaboratively with the Manager, Annual Giving, ensure ASNS donors are recognized and stewarded in a timely, consistent, personalized and meaningful way.
- F.** Ensure information systems enable program success. Collaborate with the Coordinator, Donor Relations & Database and Manager of Annual Giving to create a donor base that tracks all appeal types, donor groupings, donor histories, proper donor names and address', and prospect information in a comprehensive way that supports the success of the development program.
- G.** Contribute to overall organizational development & success. Provide leadership and direction as a member of the ASNS leadership team to enable the organization to achieve its full potential and utilize best practices.
- H.** Other duties may be assigned.

THE IDEAL CANDIDATE:

EDUCATION and/or EXPERIENCE:

This position requires direct experience with and understanding of philanthropy, revenue development, and strategy. Post-secondary education in a relevant field is required, and ideally a minimum of five years of demonstrated fundraising success is required. This position requires strong communication (oral and written), critical thinking and problem solving, database knowledge. The individual must have a working

understanding of various types of gift channels (annual, monthly, online, planned giving, major gifts) and be able to communicate the advantages of each to donors.

KEY COMPETENCIES:

- Superior relationship management skills at varying levels
- An understanding of accountability in practice, and a strong sense of ownership for the position's role in overall organisational success
- Ability to see the 'big picture' and consider this work against overall organisational deliverables
- Exceptional written and verbal communication skills:
 - Prepare and deliver engaging, professional, and captivating content both in written form and verbally/presentations
 - Adapt communications according to audience
- Understanding of basic financial reporting, and the ability to analyze, interpret, and use financial data for continuous improvement
- Comfortable using and manipulating data systems and extracting data to support solicitation and campaign activities along with a solid, general knowledge of Microsoft Office programs. E-Tapestry (or equivalent) experience a major asset
- A collaborative, team-centred approach
- Exemplary organizational skills, to include managing competing priorities, multiple projects, and ensuring diligent follow-through on commitments
- Knowledge of privacy legislation and CRA requirements relating to philanthropy and fund development
- Cultural competency: Displays empathy and understanding related to the complex realities of communities and populations experiencing barriers to equitable health care, and discrimination in general

Management positions at ASNS are benchmarked at \$55,000 per annum, commensurate with experience.

Please submit your cover letter and resume (in one document) by **December 9, 2020** to sarah.lyon@asns.ca. While we appreciate the interest of all applicants, only those who are being considered for an interview will be contacted.