

Alzheimer Society

D U R H A M R E G I O N

Manger of Community Engagement

Title: Manger of Community Engagement

Status: Full Time – 35 hours per week

Accountability: Director, Community Engagement

Position Summary: The Manger of Community Engagement (“MCE”) is responsible for the planning, development, implementation and management of all fundraising activities with a focus on mid-level gifts, planned giving, prospect ID management, annual initiatives, and donor stewardship. The MCE will work under the advisement of the Director, Community Engagement to champion a volunteer fundraising committee and support major and principal gifts.

Responsibilities:

Mid-Level Giving:

- Create a comprehensive Mid-Level Giving program that includes moving individuals giving through various channels such as mail, online and monthly to create a growing and sustainable revenue stream of annual support.
- Highly knowledgeable of data segmentation techniques, direct mail solicitation, tracking and reporting for all direct mail, telemarketing and digital appeals.
- Create strategic integrated fundraising campaigns and manage the execution of the project and critical paths.
- Develop and oversee budgets, progress, deadlines, goals and objectives related to the Mid-Level Giving program. This includes revenue targets, expenses, projections and statistical reporting.
- Collaborate with the Communications and Program teams to ensure messaging, content creation is donor centric, on-brand and compelling.
- Articulate the features and impacts of new programs and initiatives and integrate content into the Mid-Level Giving program campaigns.
- Work with the Director, Community Engagement to develop the pathway to Mid-Level and Major Gift donors.

Monthly Giving:

- Develop and implement strategic plans to acquire new monthly donors through conversion and lead generation.
- Manage the Monthly Donor file to ensure revenue and donor retention remains consistent and grows.

Other:

- Identify planned giving prospects, through targeted annual giving strategies.
- Lead the development of innovative, meaningful stewardship strategies, tactics and communications that will surprise and delight donors of all levels and types.
- Other duties as assigned.

Relationships: Reporting to the Director, Community Engagement, the MCE works as part of the ASDR Management team, the Community Engagement team and has close working relationships with Family Support and Administration staff, and volunteers assigned to a variety of duties. The MCE also maintains

working relationships with professional colleagues, community agencies, and other organizations and groups working with people with dementia in Durham Region.

QUALIFICATIONS AND SKILLS:

- Postsecondary degree/diploma in Business, Marketing, Communications, Public Relations, Fundraising, Event Management or related discipline or an equivalent combination of education, training and expertise.
- Minimum of 3-5 years of experience in a non-profit fundraising role.
- Experience with developing and implementing multi-channel fundraising campaigns.
- Demonstrated ability to develop and implement strategies and build experiences that strengthen long-term relationships with donors and/or volunteers.
- Superior project management skills and ability to coordinate multiple priorities concurrently.
- Understanding of current and emerging best practices in Annual and Mid-Level Giving and donor engagement.
- Ability to work independently, rise to new challenges, find creative solutions, and prioritize competing demands in a fast-paced environment with an unwavering commitment to detail.
- Proficient oral and written communication skills are considered a strong asset.
- Computer proficiency in using the MS Office suite and experience with donor databases (Raiser's Edge and Luminare).
- Demonstrated experience in the not-for-profit sector (donor relations, alumni relations, event management) or equivalent client-focused environment.
- Willing to travel if required.
- Valid Ontario "G" driver's license and access to an insured vehicle.
- Flexible to work occasional evenings and weekends if required.
- Fluency in English and French (written and verbal) is an asset.

The successful candidate will be required to provide a recent police check conducted within the last two months.

TO APPLY:

- Please submit your application to jobs@alzheimerdurham.com quoting "**Manager, Community Engagement**" in the subject title. This job will be posted until filled.
- No phone calls please. We thank you for your interest in applying to the Alzheimer Society of Durham Region; however, only candidates selected for an interview will be contacted.

The Alzheimer Society welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

The Society requires that you be fully vaccinated for COVID-19, subject to any accommodation obligations it may have under human rights legislation.

Disclaimer

This job description indicates the general nature and level of work expected. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required by the incumbent. Incumbent may be asked to perform other duties as required.

Approved: December 2021