

# Alzheimer Society of Niagara Region Alzheimer Society Niagara Foundation

## Mission, Vision and Values

The Alzheimer Society of Niagara Region's mission is to advocate for and with people with dementia and their care partners and provide access to a diverse range of appropriate resources and supports. Particularly, to alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

Our vision is to create a community where individuals with dementia and their care partners are fully supported to maximize their quality of life and well-being. Ultimately, a world without Alzheimer's disease and other dementias.

### Our Values

**Collaboration, Accountability, Respect, Excellence**

The Alzheimer Society of Niagara Region (ASNR) is a community support service organization that provides programs and services to people living with dementia and their care partners in the Niagara Region. We work closely with other service providers to ensure quality care and support for our clients.

We employ administrative and fund development staff, educators, social workers, nurses, therapeutic rec staff, personal support workers and volunteers who work together as a team to meet the needs of people living with dementia and their care partners.

We recognize the value and dignity of each individual and ensure everyone has genuine, open, and unhindered access to employment opportunities, free from any barriers, systemic or otherwise. We are dedicated to building a diverse and inclusive work environment, where the rights of all individuals and groups are protected and all members feel safe, respected, empowered, and valued for their contributions.

We value **justice** and **connection** and these are the guideposts we use for decision-making of all kinds. We believe that this will guide the organization toward a place of inclusion for all - where equity and access to essential supports and services becomes the reality.

## Position Description

**Title: Development Officer**

**Reporting To: Manager of Fund Development**

**Contract: 17 months Ontario Trillium Foundation Grant**

**Salary: \$45,000 Benefits: Group Benefits**

**Hours of Work: Monday to Friday; 8:30 am – 4:30 pm; Some flexibility required**

## **Position Summary**

The Development Officer will work in conjunction with the Manager of Fund Development to diversify the current fund development revenue strategies. They will execute new strategies to increase memorial gifts, annual giving and community involvement in the annual Walk for Alzheimer's. They will work within the guidelines, policies and mission of the organization.

## **Duties and Responsibilities**

### **1. Administration**

- i. Ensure that the Manager of Fund Development is kept well informed with respect to all initiatives and strategies
- ii. In collaboration with the Manager of Fund Development, establish appropriate goals, metrics and timelines for proposed campaigns
- iii. Regularly monitor the progress towards these goals and report on the activity and results of campaigns
- iv. In collaboration with the Manager of Fund Development, ensure ongoing knowledge of best practices and that all activities fall within ethical, fiscal, and legal standards, and within organizational policies and regulations
- v. Seek overall approval of initiatives from CEO as required
- vi. Attend staff and committee meetings as required
- vii. Prepare reports as directed by the Manager of Fund Development
- viii. Represent the organization with integrity in a professional, appropriate, informed and consistent manner
- ix. Foster strong relationships with all constituents
- x. Provide support for assignments as required

### **2. Project Initiative**

- i. In conjunction with the Manager of Fund Development enhance the development plan utilizing previous fundraising analysis and new project funds
- ii. Strategically target funeral homes to increase memorial gifts
- iii. Strategically convert Long-Term-Care facilities from being Coffee Breaks hosts to Walk for Alzheimer's participants at their individual sites
- iv. Conduct independent research for best practices and trends of direct mail and online giving campaigns
- v. Research and segment current donor's giving history for the purposes of moving along a clearly defined path of asks to increase their financial support
- vi. Coordinate production and distribution of campaign direct mail pieces
- vii. Execute online and direct mail campaigns to communicate increased service needs with current donors and attract new donors
- viii. In conjunction with the Manager of Fund Development, create a stewardship plan to ensure ongoing recognition for the preservation of donors and to move them along a defined path for greater giving opportunities
- ix. Continually research new prospective supporters to expand base and generate maximum revenue and exposure of campaigns
- x. Coordinate all campaign logistics, preparing communication, selecting appropriate demographics in database, mail merges and printing of campaign pieces etc.

- xi. Assist with the evaluation of all campaign initiatives to ensure that they are current and relevant to meet the changing needs of the community
- xii. Coordinate all aspects of mining the database to better segment data including: updating donor emails, phone numbers, constituent codes etc.
- xiii. Organize and coordinate volunteers for various aspects of the campaigns (i.e. make donor phone calls to update records in Raisers Edge)
- xiv. Lend support to special events to enhance project scope

### **3. Promotion**

- i. In conjunction with the Manager of Fund Development develop and implement a promotional campaign to Increase revenue potential (online and mailings) with local awareness marketing campaigns with client stories that align with January Awareness Month, Walk for Alzheimer's, and Year-end Giving
- ii. Research and purchase various promotional software/platforms utilizing grant funding
- iii. Research components and costs of an effective promotional strategy using digital, print, radio and television mechanisms
- iv. Convey mission of organization to new contacts to increase community profile to ultimately increase fundraising revenue
- v. Elevate organization profile through targeted messaging that articulates our needs, creates awareness and increases scope for new donors
- vi. Utilize and update current methods of communication and marketing that are low cost or free (i.e. Google Ads, MailChimp, free listings and local event calendars)
- vii. Coordinate the delivery of communication tactics for campaigns, in consultation with the Manager of Fund Development

### **4. General**

- i. Develop, promote and maintain professional and positive internal relationships with all departments
- ii. Develop, promote and maintain professional and positive external relationships with relevant organizations including but not exclusive to the Alzheimer Society of Ontario and the Alzheimer Society of Canada
- iii. Ensure adherence to organizational policies and procedures
- iv. Follow the appropriate regulations to ensure the financial accountability
- v. Ensure and respect the need for confidentiality adhered to by PHIPA and PIPEDA

### **Qualifications & Skills**

- Fund Development experience (2 years minimum)
- Experience with direct mail and on line campaigns
- Excellent verbal and written communication skills
- Police Vulnerable Sector Check
- Knowledge of ASNR/ASNF identity, mission and goals
- Some understanding of dementia preferred
- Able to effectively and efficiently plan, organize and manage workload and projects, set priorities, meet deadlines, and work under pressure
- Be able to multi-task and produce results with minimal supervision
- Be able to work in a team environment

## **Working Environment**

- Everyday risks or discomforts may require safety precautions typical of an office environment, i.e. use of safe work practices with office equipment, proper ergonomics, etc.
- Physical demands are representative of the role where there may be extended periods of visual concentration; extended periods of sitting in a stationary position, and standing
- Equipment is utilized which is common to the office work environment (i.e. computer, printer, photocopier, multi-line telephone, fax machine, elevator etc.)
- Required to carry out work activities outside the office environment and will require the use of a vehicle
- Work in other venues as required (including remote work)
- We adhere to a scent free environment

## **Commitment to Equity, Diversity, and Inclusion**

We are committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA. The Alzheimer Society Niagara Region welcomes those who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from First Nations, Inuit and Métis, Indigenous Peoples of North America, Black and persons of colour, persons with disabilities, people living with dementia, care partners and those who identify as LGBTQ2S+.