

Role Profile

Manager of Fund Development

Société Alzheimer Society

NOVA SCOTIA

Table of Contents

Organizational Profile	3
Additional Information	5
The Role	6
Key Areas of Responsibility	8
Key Competencies.....	10
The Ideal Candidate	12
Appendix 1: Media Posting.....	13

Organizational Profile

- **Our Values**
- **Board of Directors**
- **Alzheimer Society Federation**
- **First Link®**

The Alzheimer Society of Nova Scotia (ASNS) is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by dementia and advance the search for the cause and cure. Since 1983, ASNS has been providing help for people with dementia, their care partners and healthcare professionals – and that help comes in many ways.

Over 600,000 Canadians currently live with dementia, and that number is expected to rise to 1.7 million by 2050. In our province alone, over 16,000 Nova Scotians live with the disease, and that number is expected to almost double in the next 30 years. Dementia is the fastest growing healthcare issue of our time.

Mission Statement

ASNS is committed to alleviating the personal and social consequences of Alzheimer’s disease and other dementias and promoting the search for causes and cures.

Vision Statement

- Provide leadership in addressing the reality of Alzheimer’s disease and other dementias.
- Strengthen existing programs and create new ones in response to ever increasing needs.
- Advance and develop educational opportunities.
- Participate in and promote research.
- Provide an environment that attracts and retains high quality staff and volunteers.

Lighting Our Future Path: Strategic Intentions 2022-2027

The result of extensive community and interest holder consults, our strategic intentions set a course for 2022-2027. Through execution of this plan, we aim to expand existing services and ensure supports for every stage of the dementia journey, from diagnosis to end-of-life. We intend to support caregivers, in both formal and informal settings, to ensure they are equipped with adequate knowledge, skills, and resilience. We commit to addressing barriers to dementia support, whether they are cultural, geographical, or otherwise. And we plan to work collaboratively with government, healthcare, and sector partners to ensure we amplify the voices of those with lived experience and ensure we are focused on advocacy issues that matter to them. Read our full strategic intentions document at www.alzheimer.ca/ns/stratplan.

Our Values

Our values are “CARE: Collaboration, Accountability, Respect, and Engagement.” Work is in progress to ensure that ASNS values underpin all aspects of our working culture, from hiring and orientation, performance evaluations, how we manage our day to day and how we interact with each other:

- **Collaboration** - We work together as one organization and actively engage with partners to fulfill our mission and achieve our goal – that Nova Scotians receive personal and responsive services throughout their dementia journey.
- **Accountability** - We measure our performance and follow a process of continuous improvement. We are accountable for our actions, we lead with personal accountability and must account to our interest holders for our use of the financial and human resources available to us.
- **Respect** - We set for ourselves the highest standards of honesty, trustworthiness, and professional integrity in all aspects of our organization and conduct our work with the utmost respect for the dignity and the rights of the people we serve, and those we work alongside.
- **Engagement** - We strive to engage interest holders in meaningful ways. To inform, listen and be attentive to those we work with - people with dementia, families, community partners, donors, volunteers, and staff members.

We Are ASNS!

Our talented staff team works across four core organizational functions: Finance & Operations, Programs & Services, Research & Advocacy and Philanthropy. Each department has a Director as lead (reporting to the CEO), with a small management structure underneath. Though we recruit and work based on specialties, it is widely understood that anyone who joins our team ‘works as one’ with their colleagues. We all have a role to play in ensuring the health, success, and sustainability of our organization and its deliverables across all functions and we work as needed to meet mission and fiscal goals.

I.D.E.A (Inclusion, Diversity, Equity & Accessibility)

Dementia does not discriminate. We put personhood at the centre of our work, and we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees, clients, and interest holders. All qualified applicants will be considered for our team, and we encourage applicants from diverse communities to self-identify in their application. Please request any accommodation required to facilitate the recruitment process.

Our I.D.E.A strategy is central to our new strategic initiatives, and we invest in organization-wide training and development to better support all equity-deserving communities.

Board of Directors

The dedication, enthusiasm and expertise of our Board of Directors makes it possible for us to continue to support Nova Scotians affected by dementia.

Alzheimer Society Federation

ASNS is a member of the Alzheimer Society Federation (the Federation) which consists of 10 provincial societies and the Alzheimer Society of Canada (ASC). This Federation is defined as a network of partners committed to a common mission and a shared brand and program model, while remaining legally independent from one another. In addition to independent provincial strategic plans (the responsibility of individual societies), there is also a Federation-wide strategic plan, and it is crucial each society is in support of effective execution of both. There are shared financial mechanisms relating to nationwide revenue sharing, provincial support of the nationwide Alzheimer Society Research Program, and an annual assessment for shared service provision.

First Link®

ASNS operates using the First Link® model of Programs and Service delivery. Persons living with dementia and their families or care partners are connected to the Alzheimer Society for information, education, support, and referral. These connections are ideally made as early as possible in the course of the disease and are maintained throughout the progression of the disease via a combination of programs and services provided by ASNS, alone or in partnership with other health and community agencies. Clients may contact the society directly or be referred by a physician or other health care provider.

Additional Information

- Alzheimer Society of Nova Scotia
<http://www.alzheimer.ca/en/ns>
- Partnerships
<http://www.alzheimer.ca/en/ns/About-us/About-the-Alzheimer-Society/Our-Partners>
- About Dementia
<http://www.alzheimer.ca/en/ns/About-dementia>
- Programs and Services
<https://alzheimer.ca/ns/en/programs-services>
- The Landmark Study Report
<https://alzheimer.ca/ns/en/landmark>
<https://alzheimer.ca/ns/en/landmark2>

The Role

Reporting to the Director of Philanthropy, the Manager of Fund Development is a strategic fundraising leader responsible for the development, growth, and performance of the Society's mid-level giving, major gifts, planned giving and assigned fundraising initiatives.

As a member of the Philanthropy department and leadership team, the Manager of Fund Development provides leadership through thoughtful decision-making, collaboration, and the coaching and development of assigned staff, helping to advance the Society's fundraising priorities and organizational goals. The role champions a culture of philanthropy, cultivates meaningful donor relationships, and secures philanthropic investments that enable the Alzheimer Society of Nova Scotia to support people living with dementia, their care partners, families, and communities across the province.

Dementia is one of the fastest-growing health challenges of our time. More than 600,000 Canadians are currently living with dementia, a number expected to rise to 1.7 million by 2050. In Nova Scotia, more than 18,000 people are living with dementia today, and that number is projected to double over the next 30 years. As demand for programs, services, research, and advocacy continues to grow, philanthropy will play an increasingly critical role in ensuring the Society can meet the needs of all Nova Scotians on the dementia journey.

Accountability & Relationships

Reporting to the Director of Philanthropy, the Manager of Fund Development works as part of the broader leadership team and leads a team of three philanthropy staff.

The Manager of Fund Development works collaboratively with colleagues across all departments, volunteer leaders, and community partners to advance strategic priorities and strengthen a culture of philanthropy across the organization.

The role develops and maintains strong relationships with donors, prospective donors, volunteers, Board members, staff across all departments, corporate and community partners, foundations, government representatives, and other supporters of the Society's mission.

The Details

This is a full-time position, five (5) days/thirty-five (35) hours per week, with core working days and hours of Mondays to Thursdays from 8:30 am – 4:30 pm (60 min lunch) and Fridays from 8:30am – 4:00pm (30 min lunch). Friday hours may be reduced further (8:30am -1:00pm), at your discretion during any week, via the use of our Flexible Fridays initiative. Occasional evening and weekend hours may be required, which is compensated for on a flex-time basis. Currently, most staff work in the provincial Halifax office approximately 50% of the time and from a home or remote office approximately 50% of time. This arrangement is subject to change with notice.

A laptop is provided as are general stationary items such as paper, file folders and writing instruments as needed. Please note that as a condition of employment, all ASNS employees are required to possess a smart, employee-owned cellular device for limited work-related purposes. The primary purpose is for use of

Société Alzheimer Society

NOVA SCOTIA

Microsoft's Authenticator app to access ASNS systems, and for which employees receive a monthly allowance (currently \$25 per month).

A home office requires secure and reliable internet connectivity as well as privacy. Office furniture is not provided for home offices; however, a monthly allowance (currently \$25 per month) is provided to offset costs related to internet and furniture.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package including an employee assistance program, an annual professional development allowance and support from a staff Wellness Committee.

Key Areas of Responsibility

The position will support the Philanthropy department in the areas of:

1) Revenue Development

Mid-Level & Major Giving

Lead the growth of the Society's Major Gift program by:

- Building meaningful donor relationships and advancing donors through the philanthropic pipeline.
- Identifying, qualifying, and cultivating major gift opportunities through prospect research, relationship building, collaboration across the organization, and strategic use of donor data.
- Growing and managing a healthy donor pipeline by identifying emerging major gift prospects and supporting their progression through the donor pipeline.
- Developing personalized cultivation, solicitation, stewardship, and engagement strategies that reflect donor interests, motivations, and philanthropic goals.
- Managing donor relationships, pipeline activity, and prospect movement through accurate tracking, reporting, and relationship management.
- Collaborates with the CEO, Director of Philanthropy, staff, volunteers, and community partners to identify, cultivate, solicit, and steward major gift donors.
- Developing and implementing annual major gift strategies that strengthen donor relationships, increase revenue, and expand the major gift pipeline.
- **Evening to Remember (ETR):** Lead the planning, execution, and donor strategy for ETR, a long-standing third-party major gift fundraising event, working with leadership and the event host.

Planned Giving

Strengthen and grow the Society's planned giving program through:

- Developing systems and processes to accurately track planned gift prospects, commitments, estates in administration, and realized gifts.
- Developing and growing a sustainable planned giving program that increases donor commitments and future revenue for the Society.
- Identifying current donors with planned giving potential through database analysis and relationship review.
- Developing and implementing strategies to promote planned giving opportunities to donors and interest holders.
- Working collaboratively with the Marketing & Communications team to incorporate Planned Giving messaging across Society communications channels.
- Establishing stewardship and recognition opportunities for legacy donors.

Walk for Alzheimer's (WFA)

As the Society's largest annual fundraising event and a key priority, the Walk for Alzheimer's (currently the IG Wealth Management Walk for Alzheimer's) is a highly visible community event that supports fundraising, awareness, and engagement with donors, volunteers, program participants, and community

partners. The event requires coordinated support across the organization, including collaboration with the national Federation network. The Manager of Fund Development will support the Walk by:

- Engaging, cultivating, and stewarding mid-level and major donors while strengthening the major gift pipeline through prospect identification.
- Building corporate and community partnerships to increase engagement, participation, and support.
- Contributing to the planning, execution, and evaluation of activities that enhance donor relationships, organizational visibility, and revenue growth.
- Providing flexible leadership support across Walk activities, including donor stewardship, relationship management, and event delivery.

2) Collaboration, Strategy & Philanthropy Integration

- Collaborate across the organization to ensure a consistent, compelling, and donor-centred approach to engagement, stewardship, and communications.
- Share donor insights, impact stories, and fundraising priorities to support organizational messaging and marketing initiatives.
- Support integration of philanthropy priorities into organizational planning, programs, and strategic initiatives.
- Participate in leadership meetings, cross-functional planning, and internal working groups as required.
- Contribute to fundraising strategy, policy development, and continuous improvement of systems, practices, and donor experience.
- Supports the development and oversight of budgets, forecasts, and key performance indicators across fundraising programs, using insights to inform decision-making and course correction as needed.
- Fosters a culture of philanthropy by supporting the engagement of staff, volunteers, and community interest holders in fundraising and advancing the Society's impact.
- Provides leadership and day-to-day direction to assigned Philanthropy staff, supporting performance, workflow coordination, and achievement of fundraising goals.
- Supports performance management processes, including planning, feedback, workload coordination, and operational approvals as required.

Key Competencies

1) Technical

- Proficient in use of the following:
 - Microsoft Excel, Word, PowerPoint, Outlook, Teams, and SharePoint.
 - Familiarity with databases or CRM platforms an asset (RE NXT preferred).

2) Communication

- Possesses excellent verbal and written communication skills.
- Demonstrates empathy and respect and possesses active listening skills.

3) Teamwork

- Coordinates well with other members of the team (and wider organization) to meet team and organizational goals.
- Recognizes different ways of working and the need for flexibility.
- Seeks advice as needed.

4) Revenue Development

- Demonstrates success securing and stewarding significant philanthropic investments through mid-level, major, and planned giving.
- Proven ability to manage donor portfolios, advance prospects through the donor journey, and secure five- and six-figure gifts.
- Builds and sustains authentic relationships with donors, volunteers, community leaders, corporations, foundations, healthcare partners, and government representatives.
- Leverages donor data, insights, analytics, and fundraising best practices to inform strategy, prioritize opportunities, strengthen engagement, and grow revenue through donor-centred and values-aligned fundraising practices.
- Champions a culture of philanthropy by inspiring staff, volunteers, Board members, and partners to support the Society's mission.

5) Direct Supervision and Staff Support

- Leads, coaches, and develops staff to achieve individual and departmental goals.
- Supports the successful delivery of fundraising campaigns, and signature events.
- Provides ongoing performance feedback and completes performance management responsibilities, including Performance Development Plans, time, leave, and expense approvals.
- Fosters a collaborative, accountable, and high-performing team culture.

6) Leadership

- Works holistically as an equal partner of the Leadership Team and plays a leading role in ensuring overall organizational health.
- Leads by example, actively promoting a unified working culture that embraces and encourages cross-functional working, understanding, and collaboration in line with ASNS organizational values.

- As part of leadership, actively supports the organization in the creation and subsequent operationalization of strategic planning.
- Supports the evolution of strong co-operative working relationships.

7) Cultural Humility

- Displays empathy and understanding related to the complex realities of communities and populations experiencing barriers to equitable health care, and discrimination in general.
- Aware of own culture and openness to exploring issues of unconscious bias.
- Demonstrates cultural sensitivity, and recognizes and values diverse perspectives and experiences;
- Possesses enthusiasm to learn about and understand diverse behaviors, values, and attitudes.
- Understands how one's own position can support the improvement of systems and relationships that support equitable health outcomes for all Nova Scotians.
- Adopts ASNS organizational values into daily activities and promotes values-based working by example.

The Ideal Candidate

Education & Experience

- Post secondary degree or an equivalent combination of education and relevant experience.
- Demonstrated leadership skills including a minimum of 3 to 5 years' experience in people management.
- 7 years of progressively responsible fundraising experience, including demonstrated success leading fundraising teams, developing and managing major gift and planned giving portfolios, cultivating long-term donor relationships, and securing significant philanthropic investments.
- Proven experience managing donor portfolios and cultivating long-term donor relationships.
- Strong understanding of CRA regulations and ethical fundraising practices.
- Experience using donor relationship management (CRM) systems; Raiser's Edge NXT experience is an asset.
- Certified Fund Raising Executive(CFRE) designation or a commitment to obtaining certification is considered an asset.
- Experience working within the charitable, non-profit, community service, or health-related sector; experience in a health care or social services environment is an asset.
- Experience contributing to organizational strategy and cross-functional initiatives.
- In the Director's absence serves as a media spokesperson. Previous experience in media relations is an asset, however training and support will be provided as needed.

Attributes

- Relationship-focused and values-driven collaborative leadership style. Leads with integrity, respect, and kindness.
- An exceptional communicator with strong listening, presentation, and written communication skills.
- Energy, drive, and commitment that engages others;
- Big-picture thinker, sees the whole scenario, applies critical thinking to problem-solving;
- Engenders trust by being open, honest, and following through on commitments;
- A values-based leadership style; decisions and actions reflect the shared values of ASNS;
- Understands and embraces a person-centered philosophy of working that drives productivity and success but does not lose sight of team wellness;
- Demonstrated commitment to continuing professional development.
- Strategic and analytical, with sound judgment, strong problem-solving abilities, and the ability to prioritize high-impact activities while upholding ethical fundraising practices and donor-centred decision-making.
- Self-motivated and accountable, with the ability to work independently and collaboratively.
- Flexible; understands the nature of the non-profit environment and the necessity to be fluid and adaptable in responding to emerging fundraising priorities and organizational needs.
- Decisions and actions reflect the shared values of ASNS, demonstrates cultural humility and champions Inclusion, Diversity, Equity, and Accessibility (IDEA) in all aspects of work.
- Embraces a person-centred approach, recognizing the needs of people living with dementia, their care partners, and the communities the Society serves.

Appendix 1: Media Posting

**Manager of Fund Development
Halifax, Nova Scotia**

Would you like to work with a non-profit organization that is making a difference in the lives of people living with dementia? Are you looking for an opportunity to not only manage a critical organizational function, but to be a part of its growth and development? The Alzheimer Society of Nova Scotia is seeking an innovative, dynamic Manager of Fund Development to work with our dedicated leadership team and staff to take our organization to the next level.

The Alzheimer Society of Nova Scotia (ASNS) is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by Alzheimer's disease or other dementias and advance the search for the cause and cure. Since 1983, ASNS has provided help for people with Alzheimer's disease and related dementias and their care partners – and that help comes in many ways. The organization has grown significantly over its 40+ years and presently employs over 40 well-trained, committed, hardworking staff, in the areas of Finance & Operations, Programs & Services, Research & Advocacy, and Philanthropy. We are now seeking a Manager of Fund Development to join our Philanthropy team.

Reporting to the Director of Philanthropy, the Manager of Fund Development is a strategic fundraising leader responsible for the development, growth, and performance of the Society's mid-level giving, major gifts, planned giving and assigned fundraising initiatives.

As a member of the Philanthropy department and leadership team, the Manager of Fund Development provides leadership through thoughtful decision-making, collaboration, and the coaching and development of assigned staff, helping to advance the Society's fundraising priorities and organizational goals. The role champions a culture of philanthropy, cultivates meaningful donor relationships, and secures philanthropic investments that enable the Alzheimer Society of Nova Scotia to support people living with dementia, their care partners, families, and communities across the province.

As part of a strong and focused team, the Manager of Fund Development will bring their university-level education or equivalent, knowledge and experience, as well their professional collaborative approach, to this very important role. To learn more about this exciting opportunity, visit www.alzheimer.ca/ns/careers for a full role profile.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package, an annual Education Allowance, an Employee Assistance Program and Wellness Committee initiatives. The annual salary band for this position is \$70,546 to \$76,704.

To apply, please send a resume and cover letter as one pdf document to Andree Nash, Director of Philanthropy, andree.nash@asns.ca and Human Resources, hr@asns.ca. Your cover letter should include a description of how your skills, education, and experience make you a good candidate for this position. Please apply by **Wednesday, September 16, 2026, 11:59 pm**.

The Society values diversity and inclusion and is committed to supporting equity deserving communities. We are dedicated to building an organization that reflects the diversity of the people we serve and

communities in which we live. Our commitment is to create an environment where everyone feels a sense of belonging and has the opportunity to reach their potential.

We encourage applications from all qualified candidates including Indigenous Persons, Black/African Nova Scotians, members of racially visible communities, persons with disabilities, persons of a minority sexual orientation, gender identity and/or expression, and/or language minorities. Applicants are encouraged to self-identify in their cover letter. Please feel free to request accommodations as needed.

We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted.