

## **INTERNAL & EXTERNAL JOB POSTING**

### **COMMUNICATIONS AND FUND DEVELOPMENT COORDINATOR**

The Alzheimer Society of York Region (AS York) helps improve the quality of life for people diagnosed with Alzheimer's disease and related diseases. We provide supportive counselling and education opportunities for individuals and families living with dementia. AS York also provide respite to caregivers and social activities for persons diagnosed with cognitive impairment through our D.A.Y. Centres. A non-profit, community-based agency, AS York offers programs and works in partnership with several community organizations across the Region.

The Alzheimer Society of York Region is seeking enthusiastic and resourceful individual to assist in the developing and implementing a comprehensive strategy for all communications, website, social media and public relations materials to consistently articulate AS York's key messages. This position is also responsible for assisting the Director of Philanthropy with identifying and writing proposals and stewardship reports. The successful candidate will report to the Director of Philanthropy.

#### **Responsibilities:**

##### **Communications**

- Assist the Director of Philanthropy with the development, implementation and evaluation of a comprehensive communications plan and related materials
- Coordinate and facilitate the development, distribution and maintenance of internal and external print and electronic materials including but not limited to annual reports, newsletters, brochures, social media and the website, ensure quality and consistency
- Prepare and coordinate public relations/background materials
- Develop and strengthen relationships with media and maintain an up-to-date media list. Manage portal website updates and maintenance – ensure new and relevant content is posted
- Manage social media sites and ensure that relevant material/articles are posted in a timely manner
- Track, analyse and report communications including social media channels to measure level of effectiveness of engagement over time
- Represent AS York at all events to assist with communication, photography and media contacts
- Identify and execute opportunities to raise awareness profile of AS York and Alzheimer's disease and other dementias (ADOD).

##### **Donor Relations, Stewardship & Campaign**

- Promotes donor recognition in AS York communication materials
- Works with Events Coordinator to assist with donor-related event details including providing contact information and donor recognition at specific events.
- Provides information for communication strategic plan, products, event calendar and any related development materials

##### **Grant Writing**

- Responsible for identify potential funders; writing proposals, grant applications and stewardship reports in accordance with deadlines
- Responsible for the development and coordination of proposals and grants for funding with senior staff as required, and completion in accordance with deadlines

##### **Direct Marketing**

- Develop and manage strategy for Direct Marketing Campaign in order to meet fundraising revenue goal including segmenting donors
- Interview clients and write compelling direct mail appeals
- Coordinate with Finance and AS York team, coordinating printers, mail houses, supplies, etc. to ensure readiness for mailer
- Track and analyse results
- Create strategy and develop content for donation page
- Track and report visits to donations pages, website and Google analytics

##### **Qualifications:**

- 3+ years relevant experience, preferably in the not-for-profit sector, developing and implementing communications strategies and plans
- Experience in web content and social media development
- Excellent writing/editing and verbal communications skills
- Ability to create dynamic, donor-centric, creative copy.
- Ability to conduct research and interviews
- High degree of accuracy, strong attention to detail
- Demonstrates initiative
- Post-secondary education in related field
- Ability to build and maintain strong relationships (clients, staff, board members, public and media)
- Understanding of and commitment to annual revenue goals
- Excellent interpersonal, oral and written communication skills
- Knowledge of fundraising practices, procedures and standards

- Strong writing and research skills
- Exceptional time management and organizational skills, ability to manage multiple priorities
- Valid Ontario Driver's License and access to a reliable vehicle
- Ability to maintain confidentiality
- Ability to work independently/or as part of team in a highly collaborative style
- Ability to prioritize
- Computer literacy, proficiency in e.g. MS Office: MS Word, PowerPoint & Excel
- Digital marketing skills – Content management systems, Google analytics, Facebook Ads Management, social media platforms, Canva

**Position Available:**

One full-time position – 35 hours per week.

**PLEASE REPLY BY EMAIL by 4:30 p.m. July 2, 2021:**

**Lynne A. Bonneville, HR Generalist, HRM - Alzheimer Society of York Region**  
**[lbonneville@alzheimer-york.com](mailto:lbonneville@alzheimer-york.com)**

**Thank you to all candidates for your interest, only candidates invited for an interview will be contacted.**

**If you require accommodation in order to participate in the recruitment process, please contact us at 289-221-8579.  
Accommodation will be provided in accordance with Ontario's Human Rights Code.**