



Position Description

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| POSITION TITLE: | Director of Development |
| REPORTS TO: | Chief Executive Officer |
| SUPERVISES: | Manager, Events & Partnerships Senior Development Officer, Major Gifts & Planned Giving Coordinator – Campaigns & Digital Events Database & Finance Specialist Donor Relations Coordinator |

Under the direction of the Chief Executive Officer, and in accordance with the philosophies, policies and procedures of The Humane Society of Kitchener Waterloo and Stratford Perth (“the Society”), the Director of Development is responsible for developing and executing strategies and plans to achieve organizational development goals. The Director of Development engages community partners, sponsors, prospects, and donors at all levels, leveraging key relationships to achieve financial goals and to promote and enhance the public image of the Society.

PRINCIPLE ACCOUNTABILITIES:

- Represents the Humane Society in a professional manner.
- Establishes and maintains relationships with the corporate sector (donations officer, senior officers, etc.) including calls to companies, arranging site visits to centers, special events, announcement, and information exchanges.
- Provides support and guidance in the design, implementation, and management of a comprehensive Planned Giving Program.
- Oversees a strategic campaign to inform and educate the legal, accounting and wealth management communities to recognize the Humane Society as a possible recipient of planned gifts.
- Working with the Director of Finance, tracks progress of pending Legacy and Bequest gifts.
- Produces major donor, Board, and special category solicitations/support materials with the intent to retain or upgrade gifts when possible.
- Designs, implements, and manages Stewardship Program.
- Applies “Moves Management” practices in managing database of supporters.
- Cultivates donors by producing specialized correspondences, scheduling, and attending in-person visits in collaboration with the Chief Executive Officer and the Sr. Development Officer.

- Develops, implements, and monitors a coordinated, donor-centered annual operating fundraising program.
- Establishes short and long-range goals for unrestricted funding sources and enlists support in implementation from members, Board of Directors, volunteers, and staff.
- Developing, implementing, and monitoring development projects and/or capital campaign plans and strategies.
- Developing and implementing a proactive legacy giving program that includes a consistent stream of communications, events, select direct mail and stewardship of prospective and current legacy donors.
- With the Manager, Events & Partnerships and Coordinator, Campaigns & Digital Events, works with Board, staff, and volunteers to develop funding related projects, Humane Society events and Third-Party events.
- Overseeing the coordination of the resources necessary to carry out the annual operating fundraising program, including development budget, a donor database, and other fundraising tools.
- Develops proposals for projects tailored to the specific interest of corporations, foundations, individuals, and associations.
- Organizes solicitation drives, from individuals, corporations, and foundations (e.g., major donors, direct mail, and Board).
- Organizes solicitation drives for pledges of ongoing support from individuals, corporations, and foundations.
- Strategizes and orchestrates methods of approach to institutional donors, researching public and private grant sources (agencies, corporations, and foundations) to identify sources of restricted and unrestricted funding, and submission of applications and/or proposals.
- With support from the Marketing department, develops campaign materials, including case statements, campaign packages and other communications.
- Planning and ensuring donor stewardship and recognition.
- Mentors, coaches, and supports all team members in the planning and coordination of Humane Society and third-party Development activities, including all major fundraising and “friend-raising” activities.
- Using personal and professional knowledge of the communities served by the Humane Society, makes recommendations to increase and enhance the Society’s positioning in the public.
- With the Director of Community Engagement & Outreach, maximizes the impact of social media ensuring website and print development material content is current and all material follows the Society’s print and publication guidelines.
- Database and Records Management, Financial Reporting
- Supervises and coordinates the maintenance of digital and paper records of prospects, donors, partners, foundations, and grant contributors.
- Maintains/updates the database by ensuring that meeting notes are recorded, and significant moves are tracked in system.
- Maintains security and quality controls.
- Generate queries, reports, exports, and any other collection data as needed.
- Maintains accurate accounting of all unrestricted income and its sources.
- Interfaces with team and Finance to fulfill information requests and maintain reporting accuracy.

- Maintains current knowledge of available development software and with key staff and makes recommendations regarding same.
- Directly supervises the Database and Finance Specialist, the Manager, Events & Partnerships, the Senior Development Officer, Major Gifts & Planned Giving, and development program volunteers carrying out supervisory responsibilities in accordance with the Society's policies and applicable laws.
- With the Sr. Manager, People & Culture, responsible for interviewing, hiring, and training all members of the development team.
- Responsible for planning, assigning, and directing work; appraising performance; recognizing or redirecting as needed and, with the Sr. Manager, People & Culture, addressing concerns and resolving problems.
- Provides leadership evaluating programs and making recommendations as required.
- Flex work week although must be able to attend evening and weekend meetings and events as needed.
- Some travel required.

In addition to the duties listed above, the Centre expects the following of each Full and Part Time staff member: adhere to The Humane Society policies and procedures; works in a safe manner; acts as a role model within and outside the Centre; seeks out opportunities for continuous professional development; performs duties as workload necessitates; maintains a positive and respectful attitude; communicates regularly with supervisor about department issues; demonstrates efficient time management and prioritizes workload; consistently reports to work on time prepared to perform duties of the position; meets department productivity standards; participates in The Humane Society events as needed or required; and, completes other duties as assigned.

POSITION REQUIREMENTS:

A weekly commitment of 40 hours a week with duties varying according to event schedules/non-school days/weeks and including weekdays, evenings, or weekend times.

The following are general descriptions of some of the requirements necessary to carry out the duties and responsibilities for this position. The Director of Development must have the following attributes and skills, among others:

- Post-secondary education in development, public relations, marketing, or related field
- CFRE would be an asset
- Five years' previous experience in a charitable or non-profit setting at a leadership level
- Experience with annual fund programs, capital campaigns and legacy giving, with a demonstrated track record of meeting fundraising goals
- Knowledge of and experience with social media platforms communication strategies and campaigns
- Outstanding interpersonal skills and the ability to inspire confidence and trust amongst all stakeholders, maintaining positive public relations, acting ethically and responsibly in all interactions
- Excellent writing, editing and proofreading skills

- Strong oral communication and presentation skills
- Strong strategic thinking and research and analytical skills
- Ability to handle and prioritize multiple tasks, competing priorities and deliver projects on time
- Effective planning and project management skills
- Advanced computer skills and literacy.
- Knowledge and experience with fundraising databases including Raiser's Edge is an asset
- Holds valid Ontario driver's license

WORKING CONDITIONS:

- May be exposed to infectious waste, diseases, conditions, etc., including exposure to viruses and bacteria.
- Interacts with community.
- Holds valid Ontario driver's license and travel within area and outside of city.
- Public speaking in different areas and venues.
- Manual dexterity required to use desktop computer and peripherals.
- Intermittent physical activity including walking, standing, sitting, lifting, and supporting animals.

COMMITMENT:

- Able to attend to work-related matters that occur after regularly scheduled work hours.
- Demonstrated regular and consistent attendance and punctuality.