

Director of Fund Development & Communications

Job Description

Summary

Reporting to the CEO of Victoria Hospice, the Director of Fund Development & Communications is responsible for developing, implementing and evaluating Hospice's comprehensive fundraising programs. The Director is responsible for providing leadership and management to the Fund Development & Communications team. The Director takes a lead role in identifying and building meaningful relationships with major gift donors and oversees the strategic direction and coordination of the annual fund, legacy giving, fundraising events, and communications plans. The Director embodies the values of Victoria Hospice and serves as an organizational spokesperson within the community.

Responsibilities

- Prepares a written annual Fund Development Plan based on the strategic plan of Victoria Hospice. This plan includes specific market segments with fundraising goals
- Develops specific objectives, strategies and timelines for fundraising programs and special events
- Organizes and directs the fundraising programs through staff and provides overall direction, training and motivation to the Fund Development team
- Initiates, plans and develops programs to lead the solicitation of major gifts
- Develops and recommends an annual budget based on strategic and operational plan of Society
- Prepares and analyses accurate and timely reports on donations from various Fund Development programs
- Maintains systems to monitor and evaluate the effectiveness of development activities and adjusts plans to achieve optimum resource utilization
- Participates as a member of the Leadership team in discussing Society-wide issues and provides a perspective on fundraising/development
- Identifies and assesses critical marketing and public relations issues that could impact the organization
- Teaches and promotes the principles of philanthropy, which includes ethical and legal requirements to staff, volunteers and board members
- Provide technical assistance for volunteers and staff to broach planned gifts or major gifts with donors

- Fosters relationships with individual donors, foundations, and service clubs who may contribute services or funds
- Maintains and expands donor recognition policies
- With the Communications & Marketing Manager organize, budget, implement and evaluate Hospice communications, both internal and external
- Design and implement a broad-based, annual marketing plan including advertising, media relations, brochures and fact sheets and monitor results to determine the most effective strategies
- Remain current in gift planning legislative developments and fundraising techniques
- Other duties as required

Qualifications

- Bachelors degree and a minimum of five years experience in a lead fundraising role
- Excellent leadership and team management skills
- Good computer knowledge, particularly Microsoft Office, Raiser's Edge, Adobe
- Extensive knowledge of fundraising principles and techniques and knowledge of the technical aspects of planned giving vehicles. Certified Fund Raising Executive designation an asset
- Excellent communication skills, including presentation, negotiation and interpersonal skills
- Strong organizational skills and attention to detail
- Demonstrated tact and diplomacy in difficult or sensitive situations
- Own transportation and Valid Class 5 BC Driver's License
- Ability to work effectively in a team and strict adherence to donor privacy and confidentiality
- Ability to work in a fast-paced environment and meet deadlines
- Initiative, drive, enthusiasm and a genuine interest in other people
- Ability to work flexible hours when required

How to Apply

Interested professionals are invited to email careers@victoriahospice.org for a copy of the full position profile. Interested candidates should ensure that their resume and cover letter are submitted via email. Please include "Director of Fund Development & Communications" in the subject line of your email. A comprehensive benefits package and competitive salary will be negotiated commensurate with skill set and experience. We thank all applicants who apply, however only those selected for consideration will be contacted.