

Job title	<i>Development & Partnerships Coordinator</i>
Reports to	<i>Director, Public Relations and Community Engagement</i>

Job purpose

The ACWS mission is to support our members and work together end violence and abuse. The Development and Partnerships Coordinator plays a key role across all the organization's programs to enable the delivery and achievement of these goals.

The role holds accountabilities in four major areas: (a) Fund Development (b) Marketing and Promotion (c) Event Planning and (d) Partnerships. Reporting to the Director of Public Relations and Community Engagement, this position works closely with senior management to ensure the sustainability of the organization by reaching its fund development objectives, cultivating and strengthening partnerships to support development goals, skillfully leveraging technology to maintain and attract donors and developing all staff to become fund development ambassadors.

Duties and responsibilities

Reporting to the Director of Public Relations and Community Engagement, the Development and Partnerships Coordinator works closely with the senior leadership team to create and implement marketing, social enterprise, fundraising and fund development strategies to accomplish ACWS vision, commitments, goals, and actions. To do so, this position:

- Identifies critical issues that must be addressed in order to realize the vision and achieve the goals and objectives and sets out strategies to address those issues;
- Implements, monitors progress and recommends updates to the marketing and fund development strategic plan in ensuring that it supports the achievement of the strategic goals and ACWS objectives including ongoing sustainability of ACWS programs and projects;
- Develops an annual work plan for approval that sets out specific goals and strategies for each fiscal year, tracking against key performance indicators (KPI's);
- Supports the preparation of board reports outlining progress and board roles in the fund development plan;
- Works with staff to develop and documents key processes;
- Ensures the effective utilization of allocated resources;
- Maintains an exceptional standard of integrity and ethical leadership;
- Build staff capacity to be fund development champions;
- Supports the provision of marketing materials and fund development tools for our members, and
- Promotes ACWS reputation amongst stakeholders.

Administratively this position works to ensure that

- ACWS values, goals, objectives, policies and procedures are met, and provides recommended changes to the Director of Public Relations and Community Engagement;
- Confidentiality controls are in place;
- ACWS marketing and fund development activities are planned, implemented and evaluated; and
- Short, medium short and long-range goals for unrestricted funding sources are established.

This position also

- Stays informed of changes and trends affecting women's and seniors' shelters, violence against women as well as information relating to board and shelter director support;
- Works with communications to align, develop and deliver key messages in support of various project activities and events; and
- Works closely with the Director of Public Relations and Community Engagement to identify synergies across portfolios and provide advice regarding sustainability at the leadership level.

(a) Fund Development

The Development and Partnerships Coordinator coordinates and is accountable for the funding strategy and coordinating all day-to-day aspects of philanthropic giving and grant resources. Examples of responsibilities in this area include:

- Update and monitor the ACWS fund development strategy
- Researches public and private grant sources (agencies, corporations and foundations) to identify sources of restricted and unrestricted funding. Identifying and maximizing access to available grant and resources across the organization
- Organizes individual donor campaigns (e.g., major donors, direct mail, matching gifts, and board of trustees). Organizes solicitation drives for pledges of ongoing support from individuals, corporations and foundations
- Solicits and writes proposals and reports for government grants and RFP's as well as private foundation and corporate grants and sponsorships in support of other staff as needed
- Major Gift/Donor Support – Produce major donor, board and special category solicitations/support materials with the intent to retain or upgrade gifts when possible
- Owns the donor engagement cycle, including identification, outreach, cultivation, and stewardship
- Prepare all correspondences as necessary to support cultivation, stewardship and renewal of all donors
- Schedules and attends in-person visits
- Maintain a significant base of community generated revenues and resources to targets set annually with Director of Public Relations and Community Engagement
- Support and coordinate member focused collaborative fund development activities and campaigns
- Works with Coordinators and Directors to develop and implement social enterprise models and develop funding-related projects

- Ensure ACWS communications materials and approaches consider sustainability
- Provide recommendations and implement fundraising campaigns for ACWS

(b) Marketing and promotion

In addition to engaging donors, the Development and Partnerships Coordinator conceptualizes the work of ACWS through a marketing lens – considering factors like environment and competition for service delivery. Duties under this pillar include:

- Drives and reinforces market awareness, positive image and loyalty by leveraging positioning statements in press releases, website copy, blog posts, internal presentations, videos, etc.
- Consults with ACWS staff across portfolios about maximizing audience and engagement with a view towards sustainability
- Supports marketing of various ACWS initiatives
- Advises the Director of Public Relations and Community Engagement on cultivation of brand identity to attract donors
- Measures the effectiveness of brand, influencers and marketing initiatives and develop insights to optimize campaigns, make recommendations, and track against key KPIs

(c) Event Planning and Implementation

The Development and Partnerships Coordinator is responsible in leading the planning and delivery of various ACWS events including:

- Casino;
- Fundraising-focused events; and
- Support to Third-party organized fundraising events (including raffles).

This position will also collaborate on events led by Communications and Leading Change Coordinators to integrate and development and partnership engagement for those events that have a public awareness and/or public education focus.

(d) Partnerships

The ability to cultivate strong relationships are foundational to this role. Partnerships are defined as engaged donors, but also third parties who sponsor our initiatives or create funds for ACWS and/or our members. Key responsibilities of this position under developing and nurturing ACWS partnerships include:

- Recruits sponsors for various ACWS events and initiatives;
- Strategizes and orchestrates methods of approach to institutional donors;
- Working in collaboration with ACWS staff, nurtures partnerships by developing appropriate marketing and branding materials and providing timely information to partners to support them to learn about ACWS and its mission, and to fulfill their commitments to partnership;

- Hones and implements a timely donor and partner stewardship and recognition program; and
- Leads the fund-development aspects of ACWS' data base; regularly monitoring and ensuring it is up to date and maximized for donor and partner relations.

Core Job Competencies

- Demonstrates outstanding written and verbal communication skills
- Highly organized
- Cultivates networks, friendly and engaging
- Strong knowledge of fundraising tactics and leveraging data bases for fund development
- Experience successfully using online platforms for fund and partnership development
- Represents the organization well at all tables, demonstrating maturity and personal mastery
- Completes projects in a manner that produces quality and timely results
- Applies strong knowledge of gendered analysis and violence against women
- Effectively gathers, synthesizes, integrates and interprets multi-faceted information from a wide range of sources and perspectives
- Establishes and maintains effective working relationships with others
- Holds themselves accountable, sets high ethical standard for their conduct, strong leader
- Positively influences conflict identification and resolution through facilitation, negotiation and mediation

Qualifications

A Bachelor's degree majoring in Marketing, Public Relations, Business or a related field. Certification in fund development would be considered an asset. A combination of education and experience will be considered for applicants with a minimum of 5-10 years combined professional experience and education.

The preferred candidate will:

- Have excellent written and verbal communications skills
- Have good visual sense and experience maintaining professional brand
- Have recent marketing and fund development leadership experience
- Manage multiple simultaneous projects effectively
- Supervisory skills
- Have working knowledge of Microsoft Office, Social Media, and web-based platforms
- Hold a valid Alberta Driver's License
- Be willing and able to travel throughout Alberta

Working conditions

This position works from the ACWS office*. Hours of work are 7.5hours per day, Monday to Friday, during regular office hours (8:30 - 4:30).

**During the pandemic and following recommendations of the Chief Medical Officer of the province of Alberta, this position will likely work a large portion of time from home in the short term, with some occasional working in the office with team members or with donors when it is safe to do so, observing distancing and sanitation recommendations.*

Physical requirements

This position requires spending significant periods of time working at a computer and talking on the telephone. Some travel throughout the province is required.

Direct reports

This position may have direct reports.