

Georgian Triangle Humane Society Job Description

SENIOR MANAGER OF PHILANTHROPY

Position Summary: Reporting to the Executive Director and managing the Annual Giving Manager, this role will work to develop and implement strategies to enhance the donor experience with the GTHS and increase fundraising revenue through our annual programs, including third party fundraising and events. This role will be the lead for the monthly giving program, holiday campaign, Giving Tuesday campaign and e-appeals to the community.

Position Schedule: 40 hrs per week, weekend and after-hours shifts will be required. Hybrid work as regular travel to south Georgian Bay area is required.

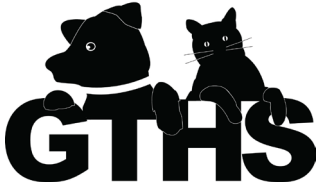
ROLES AND RESPONSIBILITIES

Annual Giving

- Work collaboratively with the development team to encourage increased financial support and donor participation in the GTHS giving program
- Plan and execute the annual giving and donor relations strategy. This plan will include, E-philanthropy, Direct Mail, monthly giving, donor relations, and fundraising related marketing ex: The holiday campaign, Giving Tuesday, donor appeals
- Monitor, manage and expand the monthly giving program
- Identify, cultivate, and solicit donors at multiple giving levels realizing new revenue for the Society
- Work with the Development Director to formulate an annual work-plan and budget and provide regular reports on progress
- Oversee special events program and provide oversight for the events portfolio
- Maintain and update records in Sumac (online database) for GTHS donors and prospects, including all points of contact
- Map out, monitor and improve the donor experience ensuring that from start to finish GTHS donors feel welcomed, engaged, recognized, and thanked
- Coordinate donor development through enhanced use of CRM software (ie list building, data clean up etc)
- Monitor donor acquisition strategies and improve conversion rates of volunteers, adopters, and event participants
- Responsible for donor stewardship execution with the annual program
- Monitor, manage and expand the monthly giving program

Communications

- Design and coordinate communications campaigns for donor development and fundraising programs
- Coordinate content and build specialized donor communications
- Plan and participate in donor and prospecting events and activities Develop the annual donor impact report in coordination with the Marketing and Public Relations Manager



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Team Leadership

- Ensure that organizational and departmental information is communicated effectively and in a timely manner
- Orient and train new team members on GTHS policies and procedures and monitor their adherence to same
- Coordinate ongoing training and development of team members
- Assist with conflict resolution among team in consultation with the Volunteer Coordinator or Director of Administration
- Ensure the team works in a safe, healthy, and supportive environment in accordance with all appropriate legislation and regulations
- Ensure appropriate team coverage by monitoring schedules and initiating recruitment campaigns for new staff and volunteers when required; participate in interviewing direct reports
- Develop strong relationships with team members ensuring that they are engaged, informed, and recognized for their contributions
- Oversee and provide management reports on departmental performance; monitors budgets for income and expenses related to donor and fundraising programs
- Responsible for planning, assigning, and directing work; appraising performance; reorganizing or redirecting as needed
- Provide leadership evaluating programs and making recommendations as required

QUALIFICATIONS

- University/College degree, or equivalent combination of education and leadership experience – CFRE designation, or working towards, an asset
- Demonstrated ability to engage, cultivate and steward strong relationships with donors
- Self-motivated, high energy, results oriented with the drive to exceed expectations
- Strong time management and interpersonal skills
- Exceptional interpersonal skills, verbal communication and listening skills; detail oriented, strong organizational, research and analytical skills
- Demonstrated initiative, tact, diplomacy, integrity, and creativity
- Proven proposal and presentation skills
- Computer skills: Microsoft office, CRM database skills required
- Some travel will be required; a reliable vehicle is necessary