



## Manager, Donor Relations

### Scope of Position:

The Manager of **Donor Relations** will coordinate the implementation of an expanded program for donor engagement, cultivation, recognition, and stewardship through supporting increased personalized communication with current and prospective donors to United Way. The Manager will synthesize trends, opportunities and information, conduct research on community needs and impactful philanthropic opportunities, support the Directors to write customized proposals and stewardship reports for valued partners and donors.

The Manager will work in collaboration with the Resource Development (RD) team on cultivation and stewardship activities such as Days of Caring, impact tours and other volunteer opportunities. This is a multi-functional integrated position, reporting directly to the Director of Philanthropy with strong linkage to the Director of Resource Development (RD), Prospect Research Manager and the Community Investment (CI) and Marketing/Communications (MarComm) departments.

### Key Responsibilities:

To coordinate strategies and resources that provide customized cultivation and stewardship activities with donors in an integrated approach.

- Document and design a donor-centric critical path, integrated systems map, revised framework, templates and new procedures for recognition and stewardship of varying levels and types of giving (e.g. annual, major gifts, Legacy, and lifetime giving, naming opportunities, sponsorship and corporate philanthropy)
- Conduct research and produce customized proposals and reports to demonstrate the impact of donor support
- Coordinate donor recognition activities and collateral
- Work with RD, CI and MarComm to translate donor needs and interests into content to be used in multiple communication platforms such as publications, web, social media, and videos
- Coordinate the automated production of thank you materials and accurate recognition at various levels (e.g. timely production of letters, donor wall content accuracy)
- Design and evaluate donor feedback through surveying and analysis methods
- Maintain database updates of customized communication to and from donors as required
- Create and communicate and maintain an annual array of stewardship offerings
- Participate in internal meetings with a positive attitude that adheres to the UWGV values

- Work in collaboration with volunteers and community partners where required
- Prioritize workload to meet business plan objectives
- Analyze donor interests, demographics and preferences to coordinate segmentation plans with other team members and community partners for meaningful engagement and impact reports
- Present public presentations and host small group outings and visits
- Other duties as assigned

### **Your Knowledge, Education and Experience**

The ideal candidate will have a degree in Public Relations, Communications, Marketing or Adult Education, plus a minimum of five years experience with direct contact with high net worth donors to a non profit organization. United Way experience preferred. The ideal applicant enjoys both people AND data analysis, proposal/report writing, project management, and has a passion for building deeper relationships with donors over their lifetime and a positive experience with local philanthropy.

### **Your Skills and Abilities**

- Outgoing personality; superb public speaking and record of satisfied customer feedback
- Experience in professional writing and understanding of marketing related to customized written communications with a high degree of attention to detail and accuracy
- Strong skills in planning, organizational development and problem-solving to seek donor-centred communications
- Experience with project and event coordination with tactics to gather metrics, monitor results and summarize outputs concisely
- Proficiency in Microsoft Office Suite and database and CRM software to manage data to analyze and generate reports and create professional reports and proposals.
- Understanding of social media tools an asset (competent in posting and responding on Facebook, Instagram, Twitter, Youtube).
- High degree of creativity and empathetic listening when negotiating change with individuals, among various departments and external stakeholders
- Ability to work as a team member as well as independently to manage several projects simultaneously through completion, able to adjust to shifting priorities and feedback
- Able to work effectively with people from different backgrounds, and fully support diversity
- Ease and enjoyment of preparing presentations and in public speaking to large and small audiences

- Demonstrate a positive, welcoming attitude to our valued donors and team and volunteers
- Because this position requires external meetings and off-site events, a valid driver's license and periodic access to a vehicle is required for transporting materials and ability to offer a flexible schedule for some evenings when required.

Please apply with your cover letter and resume, and two current professional references by Tuesday, March 14, 2017 to [Marg.Rose@uwgv.ca](mailto:Marg.Rose@uwgv.ca). Please be prepared to bring sample written materials from a recent portfolio of donor communications and two professional references, if selected for an interview.