
Position: Director, Donor & Partner Relations

November 2022

United Way Southern Vancouver Island is a leading non-profit working to transform lives on Southern Vancouver Island. As part of our United Way team, you can make your community better while growing professionally in the process.

The Director, Donor & Partner Relations (DDPR) to United Way Southern Vancouver Island is responsible for the annual community workplace campaign operations, including management of the Donor Relations team, leading the Campaign Associate program, recruitment, and engagement of the Campaign Cabinet, driving donor stewardship, and overseeing events and other fundraising activities. A key deliverable for the DDPR is the generation of other revenue sources, primarily through sponsorships and community partnerships.

The DDPR is a member of the senior leadership team and helps to set long term direction for the organization, integrate work across business units, and steward the confidence of donors and partners. The DDPR works closely with the Director of Philanthropy to develop fundraising, stewardship, and engagement strategies to enhance the donor experience across all giving levels. The successful candidate will bring a collaborative leadership approach, contributing significantly to a culture that is inclusive, supportive, and oriented to stakeholder engagement, high performance, community impact, and innovation.

The DDPR manages the Donor Relations team, and collaborates with a variety of stakeholders including workplaces, donors, partner service providers, team members, and Board members to ensure UWSVI remains trusted, accountable, efficient, and effective. The DDPR reports directly to the Executive Director.

Summary of Duties & Responsibilities:

- Works with the Executive Director and senior management team to create annual strategic goals, KPIs to regularly track and analyze revenues, develop, and execute tactics in support of the business plan and develop and implement annual workplans for your team
- Ensures account plans include benchmarks on financial results, relationship development tactics, and year-long engagement and donor stewardship activities
- Develops and maintains strong internal and external community relationships promoting, connecting, and aligning United Way work creating synergy and possibilities with key partners
- Leads the Donor Relations team, including hiring, training, development, and performance management
- Manages the Donor Relations team to ensure effective management of individual portfolios, the development and execution of cross-functional and customized plans for account areas, and the use analytics in order to drive metrics and inform best practices.
- Provides data and produces regular reports to the Senior Leadership team and Board on statistical account analysis, trends, and historical data
- Leads the prospecting and development of new fundraising initiatives in collaboration with the Philanthropy and Marketing & Communications teams
- Collaborates with the Director of Philanthropy and Director of Marketing & Communications, to identify and execute new sponsorship opportunities

- Works closely with the Philanthropy team to ensure an aligned and complimentary donor stewardship program, including promoting leadership giving and new donor acquisition
- Develops, monitors, and evaluates community campaign projects including: the Campaign Cabinet, the Campaign Associate program, Employee Campaign Chair training, community presenters, the recognition and awards process, and other projects as they relate to the community campaign portfolio
- Recruit, train, and provide broad support to annual Campaign Associate Program
- Collaborates with the Community Impact, Philanthropy, and Marketing and Communications departments on the development and implementation of donor engagement activities and campaign resources and tools
- Keeps abreast of changes in legislation that may affect fundraising activities and maintain an understanding of current/emerging fundraising trends
- Takes a lead role at campaign events, i.e., campaign kick-off, awards celebration, meetings with senior business leaders and key accounts

Education & Experience

- Post-secondary degree in Business, or a related field, or a combination of education and experience, ideally in a non-profit environment
- Minimum 5 years of leadership experience in a dynamic, multi-stakeholder environment
- CFRE designation or other relevant certification preferred
- Demonstrated success leading, mentoring, and coaching a team, union experience considered an asset
- Strong track record of maximizing revenue, building relationships with donors, and securing gifts
- Experience with public speaking and delivering effective presentations to a range of business or other stakeholder groups
- Proficient with Word, Excel, PowerPoint, donor databases and CRM applications (knowledge of Andar an asset)

Knowledge, Skills, & Abilities

- Outstanding interpersonal skills with the ability to establish effective working relationships with a broad cross-section of team members, community members, and volunteers in a culturally sensitive and respectful manner
- Demonstrated ability to determine strategies, set goals, create, and implement action plans, and evaluate the progress and results
- Ability to create a culture of innovation, creativity and drive change where required
- Effectively supports teams through change and apply effective change management strategies
- Solid analytical, problem-solving, and decision-making skills with the ability to identify trends, establish benchmarks, and provide credible analysis and business recommendations
- Results driven with the ability to maintain and exceed targets
- Highly organized and proficient in setting priorities; balancing timelines and competing demands
- Passion for creating a high-quality donor/customer experience
- Commitment to promoting the values of diversity and inclusion, and the ability to put those values into action

Leadership:

- Builds trust and inspires their team
- Leads with authenticity and integrity
- Mentors and develops team members
- Contributes to the leadership across the organization
- Proactively builds an inclusive, supportive culture across the organization

Teamwork:

- Able to work collaboratively across business lines forming strong team partnerships with peers and team members throughout the organization

- Shares information willingly, steps up and supports others, takes initiative and is proactive in supporting team members and the organization

Communication:

- Excellent oral and written communication skills with the ability to connect with and influence a diverse audience
- Excellent listening skills – able to give and receive feedback effectively
- Comfortable engaging with partners and donors in a variety of settings
- Able to convey passion and enthusiasm for work of the organization

UWSVI is an equal opportunity employer and values the diversity of the people it hires and serves. Diversity at UWSVI means creating a workplace in which individual differences are recognized, appreciated, respected, and responded to. We actively encourage applications from members of groups experiencing barriers to equity. The more inclusive we are, the better our work will be.