

# ST. VINCENT DE PAUL OF VANCOUVER ISLAND



## Job Description Communications & Fundraising Director

### Organization Overview

The Society of Saint Vincent de Paul of Vancouver Island (“the Society”) has been supporting people in need on Vancouver Island since 1916. Focused on impacting the lives of people affected by poverty, the Society offers emergency relief services while maintaining a focus and commitment to addressing the root causes that contribute to poverty in our communities. Through a variety of programs, the Society provides support through affordable housing, a food pantry, home visit program, day program for persons with developmental disabilities and thrift stores providing clothing and household items to those in need, to name a few.

### Position Overview

Reporting to the Executive Director, the Communications & Fundraising Director will be an inspired leader who mobilizes community on a grand scale. The primary role of this position is to strengthen community engagement and securing the financial support to assist St. Vincent de Paul of Vancouver Island (VI) in meeting its short- and long-term financial and communications strategic goals.

The role will require you to design events, undertake research to determine new prospects, cultivate donors, write grant applications and fundraising proposals, initiate asks, prepare annual reports and periodic communication with our members and donors. The incumbent must demonstrate skills in planning, goal setting, fundraising and be a highly effective verbal and written communicator.

The Communications & Fundraising Director is responsible for creating annual plans for fundraising and communications based on the strategic initiatives identified by the Fundraising and Communications Strategic Planning Committees, of which you will be a member.

From a marketing perspective, the role promotes St. Vincent de Paul of Vancouver Island fundraising events and initiatives and coordinates the design and content of both print and digital promotional material for distribution.

## PRIMARY RESPONSIBILITIES

### Communications (exchange or impart information)

Ensure implementation of all aspects of communications and outreach —from web presence to external relations with the goal of building strong brand awareness in the communities on the Island.

- Designing, planning, developing and implementing the annual communications plan for planned giving, special events, social media, press conferences and media to boost St. Vincent de Paul of VI's brand awareness (including goals, key audience, key messages, tactical outreach, timeline).
- Documenting success stories of the differences St. Vincent de Paul is making in the lives of those less fortunate.
- Preparing and editing content for St. Vincent de Paul of VI promotional materials and social medial content.
- Monitoring social media channels, engaging media, and managing promotions.
- Writing and developing media materials which may include press releases, media advisories, public service announcements and blog posts.
- Managing, planning, and coordinating media events such as radio, tv and podcast interviews for the Chair and Executive Director.
- Leading the development of the annual Impact Report.
- Developing Partner Charity communication plans where applicable (Knights of Columbus, CWL, etc.).
- Ensuring the adherence to brand standards by other staff and board members (all staff deliver social media posts).

### Fundraising

The Communications & Fundraising Director is responsible for all fundraising activities within the St. Vincent de Paul of VI Victoria chapter. The Communications & Fundraising Director is also responsible for the design, development, evaluation, and replication of fundraising initiatives, including the maintenance of donor records, proper reporting, annual planning, and potential donor and grant research.

- Designing, developing, planning, and implementing the annual fundraising plan including campaign priorities, dates, strategies, research, targeted communication schedule, and determination of resources required to support the annual fundraising plan.
- Supporting, the research and writing of grant applications from foundations/corporations and governments, and the completion of follow-up reports as required.
- Engaging in cultivation and prospecting of new and current donors, ensuring they are satisfied and informed of the impacts of their donation.
- Developing, planning, and executing all fundraising events.

- Building partnerships with a range of funders, donors, sponsors, and volunteers, ensuring goals and projects align with the annual fundraising plan.

Other elements include but are not limited to:

- Preparing the marketing materials required for each fundraising initiative (project flyers, brochures, neighbourhood notices, swag, project photos, monthly newsletter, site signage, recognition signage).
- Working with Charity Partners to design, plan and implement fundraising initiatives.
- Promoting fundraising initiatives to reach donors, sponsors, funders, and media.
- Website Management (project pages, board pages, impact report, update, analyze, promote, and maintain).
- Developing the Society's social media and online presence by creating and distributing engaging content in appropriate brand voice through a variety of channels to diverse target audiences.
- Modeling the protection of donor privacy.
- Administration and data management associated with position.

## **EDUCATION & EXPERIENCE**

- Bachelor's degree in communications, marketing, business, public relations, or a related field or a combination of education and experience may be considered.
- Certificate in Fundraising, Diploma in Fundraising, or similar qualification considered an asset.
- A minimum of 5 years fundraising, supplemented with communications and/or marketing, or
- A minimum of 5 years communications and/or marketing experience supplemented with fundraising.
- Experience in basic graphic design and social media.
- Proven track record of annual fundraising.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Exceptional Communication both written, verbal, including presentations.
- Strong collaborative and relationship-building skills.
- Knowledge of communications and marketing principles, as well as related ethics and best practices.
- Strong attention to detail.
- Experience researching available grants, fundraising opportunities, and initiatives.
- Adept at managing tasks, planning events, and balancing priorities.
- Initiative – ability to work independently.
- Ability to prioritize and plan effectively.
- Leadership skills to motivate colleagues and volunteers.

- Awareness of different media agendas.
- Creativity.
- Vision and goal setting.