



Ronald McDonald
House Charities®
Atlantic

Keeping families close™

Job Title: Development Specialist
(Maternity Leave Contract – 13-month minimum)

Salary Range: \$52,605 - \$74,132

About RMHC Atlantic

Ronald McDonald House Charities (RMHC) Atlantic is a non-profit organization dedicated to improving the health and well-being of children and families. We provide a supportive and caring environment for families who must travel to receive medical treatment for their children, operating several programs, including Ronald McDonald House in Halifax, Nova Scotia, and Ronald McDonald Family Rooms in Moncton and Halifax.

Position Summary

RMHC Atlantic is seeking a goal-oriented Development Specialist to lead our mid-level giving and annual appeals, and support corporate engagement activities, including employee giving fundraising efforts. This role will focus on executing a robust mid-level giving program and enhancing donor stewardship to increase revenue growth, while contributing to and complementing the major gifts program. The Specialist will work collaboratively with the Development team, Communications team, and Program team to drive engagement and support for RMHC Atlantic's mission.

Key Responsibilities

Fundraising and Donor Development

- Develop and implement strategies to expand the mid-level giving program, focusing on donor acquisition, retention, and upgrading.
- Establish and maintain relationships with mid-level donors, including personalized engagement plans to strengthen commitment to RMHC Atlantic.
- Manage a portfolio of mid-level donors by building strong relationships and developing personalized engagement plans through tailored communications, phone calls, visits, and other touch-points to deepen their commitment to RMHC Atlantic.
- Work closely with the Development team and Major Gifts Officer to identify potential major gift and planned giving prospects within the mid-level portfolio.



- Develop strategy, assets, and critical paths to successfully execute RMHC Atlantic's annual mailing campaigns and digital appeals.
- Work to expand corporate engagement, including employee giving, to expand the RMHC Atlantic donor network.
- Support the Senior Communications Manager in stewarding relationships and developing engagement strategies with McDonald's employees across the Maritimes to strengthen connections and grow understanding of RMHC Atlantic's mission.
- Lead the Family Giving program in collaboration with the Program Team, engaging current and past families as advocates and supporters, and helping identify meaningful ways for them to give — whether personally, through their employer, or via corporate connections.
- Cultivate and steward relationships with RMHC families to help tell their stories with care and authenticity in appeals and campaigns, deepening donor connection to our mission.

Collaborative Approaches to Fundraising

- Collaborate with the Development Team to co-create and implement long- and short-term plans that align with RMHC Atlantic's strategic plans, mission and revenue goals.
- Monitor and analyze fundraising results to adjust strategies as needed, ensuring sustainable growth and maximum impact.
- Develop and implement creative, donor-centric strategies to increase giving among existing mid-level supporters and engage new donors.
- Track and report on the effectiveness of mid-level giving strategies and annual appeals, providing insights and recommendations to refine approaches.
- Work in collaboration with the Development team to ensure alignment with organizational priorities and goals.
- Foster collaboration across teams to align the giving program with broader fundraising initiatives, maximizing impact and donor engagement.
- Work collaboratively with the Communications team to develop and implement outreach materials and campaigns that engage mid-level donors and highlight RMHC Atlantic's mission.

Donor Stewardship and Recognition

- Develop and execute stewardship plans to enhance mid-level donor relationships, ensuring consistent and meaningful recognition of support.
- Enhance donor engagement initiatives and donor appreciation programs.



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Qualifications

- A Bachelor's degree in Business, Communications, Non-Profit Management, or a related field; or equivalent experience.
- Minimum of 3-5 years of experience in fundraising or development. A focus on mid-level giving or donor stewardship is an asset.
- Track record in implementing fundraising initiatives that have led to increased revenue.
- Demonstrated ability to build and sustain relationships with donors and community stakeholders.
- Exceptional organizational, communication, and interpersonal skills.
- Proficiency with donor management software, such as DonorPerfect, or a similar CRM system.
- A passion for RMHC Atlantic's mission, along with a collaborative, results-oriented work style.

Equal Opportunity Workplace Statement:

At Ronald McDonald House Charities (RMHC) Atlantic, we're dedicated to fostering an inclusive workplace where diversity is celebrated. We provide equal opportunities for all employees, volunteers, and applicants, regardless of race, ethnicity, religion, gender identity, or any other characteristic protected by law. We value the contributions of every individual and strive to create an environment where everyone feels respected and supported.

Interested parties are encouraged to submit their resume and cover letter in a single, combined document by e-mail to careers@rmhcatlantic.ca. We appreciate your interest in joining Ronald McDonald House, however, only candidates selected for an interview will be contacted.