

Audrey
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More
Room
FOR Love
Capital Campaign

Ronald McDonald House Charities® Atlantic

Opportunity Brief:
Community Giving Manager

Opportunity:

COMMUNITY GIVING MANAGER

*Love what you do
and feel that
it matters!*

RMHC® Atlantic is seeking a motivated, energetic and approachable individual to become our full-time Community Giving Manager. This position will be integral to our success as we seek to sustainably expand and nurture our donor pipeline post-capital campaign.

Location: Halifax-based office with flexibility to work remotely from anywhere in the Maritimes. Some travel required.

Job Summary: Reporting to the Director of Philanthropy, the Community Giving Manager for RMHC Atlantic is responsible for planning, implementing and managing our annual fundraising programs which include our direct response appeals, recurring & monthly giving and tribute/memorial giving. The Manager will work primarily with gifts under \$5,000 and will be responsible to attract new donors while retaining and upgrading current and lapsed donors.

Pipeline expansion and diversifying annual revenue streams will be key elements to this portfolio. Effective cultivation, solicitation and stewardship will be paramount to the success of this position as we seek to deepen existing relationships and establish new ones post-capital campaign.

The Community Giving Manager advances the mission of RMHC Atlantic in a manner consistent with the excellent quality of services, programs and outreach provided to our community since 1982. In the spirit of teamwork, the Community Giving Manager will work in collaboration with the Development team and Revenue Development Committee, along with our House and Family Room staff and volunteers, to provide support and assistance in the fulfillment of RMHC Atlantic's goals and financial objectives. In addition, the Community Giving Manager assists with special fundraising projects and donor engagement efforts, as required.

It is expected that the successful candidate will be responsible for developing and managing significant growth in this portfolio to sustainably raise \$500,000 annually.

What you thrive on:

- *Creating positive community impact*
- *Establishing authentic relationships with stakeholders*
- *Ownership of annual fundraising strategy and execution*
- *Meeting and exceeding goals, optimizing processes and evaluating program performance*
- *Best practice and industry-leading benchmarks*
- *Creating unique and personal donor experiences*
- *Problem-solving & creative spirit*
- *Meeting and exceeding mutually agreed-upon personal targets for performance, including: overall dollars raised, average gift size, donor acquisition and donor engagement (participation/retention and conversion)*

Skills & Qualifications:

- *Relevant fundraising, sales or client management experience*
- *Experience in direct-response fundraising and donor stewardship and engagement is considered an asset*
- *Ability to work directly with donors through personal contacts and effective mass communications (direct-response) to build and sustain donor relationships at scale*
- *Working knowledge of fundraising software programs or similar CRM databases*
- *Comfort managing multiple projects and stakeholders*
- *Experience working with volunteers (committees, board members, solicitors)*
- *Empathetic peer leadership*
- *Flexibility*
- *Ability to maintain a cheerful demeanour under pressure and in daily activities*
- *Professional communication skills (listening, presenting and writing)*
- *Ability to work collaboratively and independently, and to alternate easily between both*
- *Comfort receiving and implementing feedback from various stakeholders*
- *Strong organizational skills and attention to detail*
- *Commitment to continuous learning and professional development*

Hours: Generally, 8:00am – 4:00pm Monday-Friday. RMHC Atlantic provides staff with flexible work hours as well as the ability to work from home. Evenings and weekend work are required on occasion.

Compensation: **\$48,000 - \$58,000** annual salary, based on qualifications and experience. Health benefits (including medical and dental), matching RRSP program, vacation, and professional development opportunities offered.

How to apply: Please forward your resume and letter of introduction highlighting relevant volunteer, work, education and personal experience to **careers@rmhcatlantic.ca**. Applications will be handled with strict confidence amongst the hiring committee.

RMHC Atlantic is committed to fostering a collegial culture grounded in diversity, equity, inclusion, access and belonging. We encourage applications from persons with diverse abilities, racially visible persons, persons from the 2SLGBTQ+ community, and all candidates who contribute to the diversity of our community. RMHC Atlantic is committed to providing accommodations to help you perform to the best of your ability. In an effort to honour diversity, equity and inclusion, we invite all applicants to self-identify on either your cover letter or resume.

We thank all applicants for your interest in RMHC Atlantic; however, only those candidates who have been selected for an interview will be contacted.

Thank you for your interest!

About RMHC® Atlantic

Ronald McDonald House Charities® Atlantic helps families with sick children stay together and near the medical care they need.

Our programs include Ronald McDonald House® in Halifax, a “home-away-from-home” for out-of-town families with sick children, and Ronald McDonald Family Rooms® in Halifax and Moncton, which provide an oasis of calm and support inside the hospital. Each year, we help more than 2,000 families from across the Maritimes through our House & Family Rooms.

RMHC Atlantic is a non-profit organization. We depend upon charitable donations and volunteer support from many individuals, corporations and foundations to fulfill our mission. We are also sincerely grateful for the support of our founding and forever partner, McDonald's.

For more information on our organization and our excitement surrounding the upcoming construction of our new House, visit rmhcatlantic.ca.

Keeping Families Close.



Our history

Since opening our doors in Halifax in 1982, RMHC Atlantic has helped more than 25,000 families that have stayed with us when they had to travel to Halifax for medical treatment. Our House is one of 16 Houses across Canada and one of more than 360 around the world.

In 2007, we opened the first Ronald McDonald Family Room in Canada at the IWK Health Centre, and in 2011 we opened a second Family Room at The Moncton Hospital.



We're making **More Room For Love!**

We're proud to support approximately 600 Maritime families each year and we are looking forward to doubling that number in 2023 as we prepare to begin construction of a new Ronald McDonald House to support more Maritime families.

For information, visit moreroomforlove.ca.

Our new
House! ↗

Opening in 2023!

