



Manager of Communications and Fund Development

Job Posting

Posting Date: April 22, 2022

Closing Date: May 6, 2022

Location: Within the region of Middlesex, Elgin and Oxford counties and remote from home. Travel throughout the region will be required.

Status: Full-Time, permanent, 35 hours per week, occasional evening and weekend work required.

Position Summary:

Reporting to the Director of Development, the Manager of Communications and Fund Development will provide leadership and oversight to Communications, Marketing and Fund Development staff. The position has primary responsibility for the development and implementation of the Alzheimer Society Southwest Partners (AlzSWP) communications and marketing strategy. Supported by the Director of Development, the role will also oversee staff responsible for the implementation of the organization's fundraising activities. The successful candidate will work in close collaboration with all areas of the organization to build awareness of programs, services and events, positioning the Society as the leading dementia support organization in the region

Organizational Overview:

The Alzheimer Society Southwest Partners actively supports families and individuals affected by Alzheimer's disease and other dementias. We advocate for and provide support services, education, and funding for research for those affected by Alzheimer's disease and other dementias.

Our Vision:

A world without Alzheimer's disease and other dementias.

Our Mission:

To alleviate the personal and social consequences of Alzheimer's disease and other dementia's and to promote research.

Our Values:

Collaboration, Accountability, Respect and Excellence.

Qualifications:

- Diploma and/or University degree in Marketing, Communications or similar field and/or a related discipline.
- 5+ years experience in Marketing, Communications or related roles, preferably in the not-for-profit sector.
- Experience working in Fund Development.
- Strong storytelling skills with strengths across multiple disciplines including written, digital media, design, photography, video, social media.
- Demonstrated ability to plan, coordinate and evaluate promotional programs.
- Ability to lead, support and evaluate a multi-disciplinary staff team.
- A demonstrated ability to establish and maintain community partnerships.
- Knowledge of current legislation and best practices related to fund development and charitable organizations.
- Excellent interpersonal, communication and organizational abilities.
- Technical expertise includes graphic design and web software, social media platforms, Microsoft Office 365 suite; knowledge of Raiser's Edge an asset.
- Flexibility to represent the Society at events and programs, some of which occur outside of regular work hours.
- Valid driver's license and access to own vehicle.

Responsibilities:

- Build awareness of Alzheimer's disease and other dementias, the programs and services offered by the Society, and the need for philanthropic support.
- Oversee the AlzSWP brand across all media.
- Lead the development and implementation of a comprehensive communications and marketing strategy.
- Support the Director of Development to build a comprehensive fundraising strategy and oversee fund development staff responsible for implementation.
- Work with programs and services teams to effectively promote Alzheimer Society services to clients and general public.
- Work with fund development team to effectively promote fundraising events and support donor recognition and stewardship activities.
- Support Senior Leadership on implementation of advocacy strategies related to municipal, provincial and federal levels of government.
- Execute a variety of marketing campaigns to develop and deliver targeted messages across a variety of media: digital, social media, television, print, radio etc.
- Oversee media relations for AlzSWP.

- Work with Director of Development to create a crisis communication plan and provide advice to staff, CEO and Board of Directors on the management of public relations issues.
- Work with Director of Development to establish, measure, evaluate and report on key performance metrics for marketing and fund development.
- Work collaboratively with provincial, national, and other local Alzheimer Societies to ensure marketing strategies and activities are fully aligned.
- Assist the Director of Development in developing the annual budgets.

Evaluation & Other Responsibilities

- Marketing, Communications and Fund Development related key performance metrics;
- Annual performance review with the Director of Development

Immediate Supervisor:

- Director of Development

Indirect Supervisor:

- CEO

Working Conditions:

Office Setting. General office duties, typing, filing, occasional lifting / carrying 25lbs, reaching, bending, walking, sitting, and standing (standing desk provided). Freedom of movement throughout the day. Some travel required.

Infection Prevention & Control Considerations:

This will be an in-office position and will require consistent wearing of proper PPE and completing education in proper Public Health guidelines surrounding PPE and Covid-19 protocols.

How To Apply:

If you meet these qualifications, please submit a cover letter and resume in pdf format to: amanda.jahn@alzswp.ca (with the job title listed in the subject line).

Human Rights Code & AODA:

The Alzheimer Society is an equal opportunity employer, and we are dedicated to building a workforce that reflects the diversity of our communities in which we live and serve. We are also committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA and encourage applications from

people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Commitment to Equitable Recruitment:

The Alzheimer Society welcomes those who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, Black and persons of color, persons with disabilities, people living with dementia, care partners and those who identify as 2SLGBTQ+.

Covid 19 Vaccination Policy:

COVID-19 vaccinations are the most effective way to safeguard the health of our employees, clients and communities in which we work. As such, this offer of employment is conditional upon the Society receiving written confirmation that you have received all recommended doses of vaccine(s) approved by Health Canada for use in Canada. The Society's requirement that you be vaccinated is subject to any accommodation obligations it may have under human rights legislation. Failure to provide satisfactory proof of full vaccination or information to support the reasons why a vaccination cannot be received, shall be cause for the immediate withdrawal of this offer and/or termination of your employment without notice or pay in lieu thereof.

After this condition has been met, and again subject to applicable human rights legislation, any subsequent refusal to obtain a booster or other vaccination related to COVID-19, as deemed necessary by the Society, will be considered willful misconduct and/or disobedience and will result in the termination of your employment without notice or pay in lieu thereof.

Information collected regarding your vaccination status will be collected in accordance with applicable privacy laws and solely for purposes related to your employment with the Company and shall not be used for any other purpose without your prior written consent.

We thank all applicants in advance, however, only those selected for an interview will be contacted.