



Manager of Communications and Fund Development Job Posting

Posting Date: June 7, 2022

Closing Date: June 21, 2022

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

Status: Fulltime 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.

- 3 + 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.
- Excellent interpersonal, communication and organizational abilities.
- Strong experience with 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 communications and marketing strategy.
- Support the Director of Development to build and implement a comprehensive fundraising strategy.
- Oversee fund development and communications staff .
- 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 / remote work from home. General office duties, typing, filing, occasional lifting / carrying 25lbs, reaching, bending, walking, sitting, and standing (standing desk provided). Freedom of movement throughout the day. Travel is required.

**This will be an in-office position with some opportunity to work from home and will require consistent wearing of proper PPE and completing education in proper Public Health guidelines surrounding PPE and Covid-19 protocols.*

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.

COVID-19 Vaccination:

The Society requires that you be fully vaccinated for COVID-19, subject to any accommodation obligations you may have under human rights legislation.

Commitment to Equitable Recruitment:

The Alzheimer Society of Ontario recognizes the value and dignity of each individual and ensures everyone has genuine, open, and unhindered access to employment opportunities, free from any barriers, systemic or otherwise. We are dedicated to building a diverse and inclusive work environment, where the rights of all individuals and groups are protected and all members feel safe, respected, empowered, and valued for their contributions.

Our values include **justice** and **connection** and are the guideposts we use for decision-making of all kinds. We believe that this will guide the organization toward a place of inclusion for all - where equity and access to essential supports and services becomes the reality.

We are committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA. The Alzheimer Society of Ontario welcomes those

Alzheimer Society

S O U T H W E S T P A R T N E R S

who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from First Nations, Inuit and Métis, Indigenous Peoples of North America, Black and persons of colour, persons with disabilities, people living with dementia, care partners and those who identify as LGBTQ2S+.

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