



Manager, Donor Development

Opportunity

Reporting to the Executive Director, the Manager of Donor Development (Manager) is a senior level position within Epilepsy Association of Calgary (EAC). The role plays a key role in organizational sustainability through development, growth and stewardship of the Association's donors. The role helps to improve awareness about epilepsy in the community to create greater interest and engagement in supporting those affected by epilepsy. The Manager is technologically adept, using digital tools and strategies to cultivate, engage with, track, and grow the Association's donor base.

Key Accountabilities

Donor Relations

- Designs and executes a plan to broaden and diversify the Association's donor base including online donations, monthly donations, in tribute/memorial donors and other forms of engagement to develop a pipeline for future support.
- Builds, executes, manages and measures the Association's direct donations program with the goal of increasing a base of recurring donations.
- Applies industry tools and analytics to enhance donor identification and cultivation.
- Ensures donor contacts and actions are recorded in the fundraising database and maintains the integrity of donor data.
- Uses campaigns and events strategically to raise the Association's profile to create meaningful opportunities for donor and member engagement, ensuring that the event goals are clear and achieved.
- Works with the Manager of Programs to leverage the peer facilitation (volunteer) program, networking with clinical care settings, and other participant-facing initiatives.
- Promotes and attracts third-party events to generate greater engagement across Southern AB.
- Monitors trends in the community and industry to adapt donor / customer outreach and engagement strategies.

Administration and Human Resource Management

- Provides instructions and guidance to ensure the effectiveness of the Association's interaction with donors and supporters, accurate record keeping, direct mail campaigns and website.
- In conjunction with the Executive Director, assesses candidates for and hire / volunteers for fundraising and events/campaign coordination.
- Tracks and reports on project goals, activities, timelines and budgets.
- Develops and models best practices approaches in donor recognition, stewardship and program development.

- Participates in activities to develop and share new ideas that will result in better work practices and collective, team-based success to achieve targeted fundraising results.

Measuring Success

The Manager, Marketing and Donor Relations supports the Association's Strategic Priorities 2, 4 and 5:

Priority 2 – Networking

Promotes the Association by:

1. Contributing to overall efforts to coordinate and correlate the efforts of individuals and of organized bodies interested in the well-being of persons with epilepsy.

Priority 4 – Financial Sustainability

Builds a diversified funding base by:

1. Engaging a broader community of donors and supporters know to exist because of the likelihood of being connected to someone with a diagnosis, or past history with epilepsy

Priority 5 – Awareness

Raises the profile of the Association in locally, provincially and nationally to:

1. Become known as the organization of choice for those in Southern AB seeking support, understanding and compassion around epilepsy.

Candidate

Education and Experience

- Post-secondary degree in non-profit management, communications, public relations (or similar)
- Experience in customer relations, sales and/or entrepreneurship and business development
- 5+ years hands-on experience in cultivating, growing and stewarding a member, donor or customer base
- Technologically adept, demonstrating experience working with industry-standard CRM systems in the cultivation of donor leads and relationships. Familiar with the use of digital marketing tools and strategies with a background in successful digital campaign management.

Key skills and Personal Attributes

- Energetic, flexible, collaborative and proactive team player
- Creative and intellectually curious, possessing a strategic mindset
- Exceptional oral/written/digital communication and interpersonal skills, with the ability to motivate and inspire others
- Ambition to contribute towards building brand and developing other key relationships to further the Association's mandate and base of financial supporters
- Creative problem solver with proven ability to execute while working within financial constraints
- Comfort and familiarity in interacting with individuals and communities dealing with a neurological disorder and/or chronic health issues

- Willingness to work to a flexible schedule to meet the needs of the role

Working Environment

- Office environment / flexible with access to reliable transportation
- Attendance / representation at community events (Covid permitting)

Reward

- Competitive compensation commensurate with experience
- Parking on site
- Cellphone allowance
- An opportunity to make a difference in the lives of the 20,000 people living with epilepsy in Calgary and their network of family and supports

About Epilepsy Association of Calgary

Epilepsy Association of Calgary offers a range of community-based supports to those living with or affected by epilepsy. Our mandate includes support and encouragement for living well with epilepsy and to promote a better understanding of epilepsy and seizures within the broader community. Epilepsy Association of Calgary has served Calgary and surrounding area for 65 years and is a charter member of the Canadian Epilepsy Alliance, a national network of community-based associations with similar mandates.

Epilepsy Association of Calgary is an inclusive and progressive employer. We encourage diversity. A competitive salary and benefits package commensurate with education and experience awaits the successful candidate.

How to Apply

Submit a resume and letter of interest to: careers@epilepsycalgary.com with subject line: Manger, Donor Development. Note that qualified candidates will be interviewed as applications are received with the competition subject to closure as soon as a successful candidate is found.