

**The Primate's World Relief and Development Fund
The Anglican Church of Canada**

Position Description

Position title:	Head of Donor Relations and Fundraising	
Immediate supervisor:	Director, Canadian Anglican Partnership Program	
Positions directly supervised:	Donor Relations and Fundraising Officer(s)	
Job Category:	9	Status: Full-Time
Date Prepared:	May 2019	
Approved By:	Executive Director	

PWRDF seeks a truly just, healthy and peaceful world. As an instrument of faith, PWRDF connects Anglicans in Canada to communities around the world in dynamic partnerships to advance development, respond to emergencies, assist refugees and act for positive change.

All PWRDF staff contribute to the fulfillment of the vision and mission of PWRDF and the mission of The Anglican Church of Canada.

Partnership is both the *work* and a *way of working* for PWRDF

PURPOSE OF THE POSITION:

The Head of Donor Relations and Fundraising works to generate and increase revenue for the organization by leading project management (or program planning) from concept design to implementation of all areas of financial development including but not limited to donor stewardship, annual giving, monthly giving, planned giving, major gifts, parish, group and individual giving, direct appeals, digital fundraising, and private sector giving including payroll deduction and foundations.

I. DUTIES AND RESPONSIBILITIES:

A) Revenue Generation for PWRDF

- Working closely with the Director of CAPP and the Executive Director, provides a leadership role and actively participates in donor prospecting, acquisition, retention and cultivation, ensuring donors have a positive experience with the organization
- Keeps current on new developments and best practices in non profit faith based revenue generation, envisions innovations and opportunities by which to improve ways of working and implements these successfully

- Provides training and guidance to staff and volunteers on creating positive donor experiences in all areas and at all levels of the organization
- Leads project management (or program planning) of and actively participates in all areas of financial development, and works closely with colleagues to ensure smooth implementation. These include but are not limited to:
 - Development and issuing of appeals
 - Annual Gift Guide
 - Use of donor database
 - Recognition and thanking of donors
 - Identification of foundations and other institutional fundraising, and writing proposals and proposing concepts
 - Monthly donor stewardship
 - Legacy giving and bequests
 - Major donor stewardship

B) Collaboration with Anglican Church of Canada entities

- Working with the Director of Financial Development for Resources for Mission, participates in collaborative dialogue with the General Synod and the Anglican Foundation about commonalities and opportunities for collaboration in revenue generation

C) Measurement and Evaluation

- Provides database analysis of revenue sources, identifying trends and opportunities
- Provides data base analysis of fundraising expenses vs. fundraising revenue
- Oversees measurement and evaluation of PWRDF's revenue generation work
- Develops tools to measure how collaborative projects are meeting their specified goals.

D) Communication

- Working with colleagues from within CAPP and others of PWRDF, enhances donor communications resources.
- Works with other CAPP team members to integrate fundraising and public education messaging
- Collaborates closely with Finance and Administration team members responsible for issuing of receipts
- Collaborates closely with CAPP to advise on fundraising activities led by PWRDF volunteers
- Signals to CAPP Director and Executive Director where additional support and leadership is required

E) Leadership

- Provides overall coordination and leadership to the fundraising team
- Coordinates fundraising team workplans, work assignments, desk coverage, etc.
- Supervises staff assigned to the fundraising team, including: orienting; training, cross-training, directing, supporting, scheduling, allocating work responsibilities, and performance management
- Works with the CAPP Director to ensure appropriate fundraising team structure, and to select and hire new members

F) Reporting

- Reports to the PWRDF Management Team and the board of directors (as required) on PWRDF's financial development strategy and progress
- Supports and advises a Fundraising committee of the board of directors as required

ORGANIZATIONAL RESPONSIBILITIES

- Perform routine administrative tasks related to this position.
- Contribute to the building and maintenance of a mutually supportive relationship between PWRDF and ministries of the Anglican Church of Canada, dioceses and parishes across the country.
- Contribute to a healthy relationship between Union and management
- Undertake speaking engagements, presentations and workshops on behalf of PWRDF
- Participate in institutional activities (e.g. team and staff meetings, policy development, matrices)
- Work within PWRDF policy, guidelines and strategic directions

OTHER DUTIES AS ASSIGNED

- Carry out additional assignments as required

II. TYPICAL CONTACTS:

INTERNAL (PWRDF AND CHURCH HOUSE STAFF):

- PWRDF staff
- Church House staff
- Primate and General Secretary
- Director of Financial Development, Resources for Mission
- Anglican Foundation Director

EXTERNAL (BEYOND PWRDF AND CHURCH HOUSE STAFF):

- Canadian Dioceses, parishes, Bishops and clergy
- PWRDF donors
- PWRDF volunteers
- Broader Anglican constituency and other interested individuals

- Diocesan staff, particularly those with stewardship or financial development roles
- Ecumenical network staff
- Memberships and Alliances staff
- PWRDF board of directors
- Foundations and other grant-giving organizations

III. RESPONSIBILITY AND AUTHORITY:

EMPLOYEE RELATIONS:

- Contribute to the effective staff working relationships in PWRDF and between PWRDF and Church House
- Directs the work of others

MONEY:

- Responsible for management of the portion of the PWRDF budget set for Fundraising and Donor Relations

DECISION-MAKING AND RECOMMENDATIONS:

- Responsible for proposing budget and programming for Fundraising and Donor Relations

IV. JOB SPECIFICATIONS:

PREVIOUS EXPERIENCE, SKILLS AND EDUCATION REQUIRED:

- University degree or a minimum of 8 years equivalent experience, with a concentration in an area such as business, marketing, communications, public relations, fundraising, or other related field, or equivalent experience;
- Extensive experience in financial development and fundraising in a not-for-profit environment;
- CFRE certification;
- Minimum of 3 years of supervisory experience with an emphasis on team building;
- Ability to equip and empower staff, board, and volunteers to obtain measurable results;
- Demonstrated skill in conveying key messages, fostering connection, and motivating people through verbal and written communication, and social media;
- Compelling story-teller with the ability to participate comfortably in faith-based conversations;
- Demonstrated cross-cultural awareness and racial justice and intercultural orientation;
- Solid planning, organizational, and project and time management skills;
- Respect for and understanding of the ethos of The Anglican Church of Canada
Knowledge of Anglican church structures would be an asset
- Familiar with digital technologies, especially as they relate to fundraising and donor acquisition
- Proficiency in the use of donor management software; experience with Donor Perfect would be an asset
- Demonstrated ability to identify opportunities for revenue generation

- Proven ability to successfully plan and execute fundraising initiatives to meet targets
- Experience working with a national charitable organization
- Familiarity with international development and humanitarian sector and ability to communicate sector to a public audience
- Bilingual would be an asset (English/French)
- Computer proficiency in the Microsoft products, PowerPoint, etc.
- Ability to work collaboratively within and across staff teams
- Commitment to global justice, people-centred development and the principles of accompaniment and partnership in a faith-based context

PHYSICAL AND MENTAL EFFORT:

- Frequent periods are spent sitting in the same location. Occasionally required to stoop or lift light material or equipment.
- Work and environment are quickly changing. There is noticeable pressure from deadlines, production requirements, accuracy or similar demands.
- Capacity to resolve complaints effectively and with grace is required.

CONDITIONS UNDER WHICH WORK IS PERFORMED:

- Need for flexibility in scheduling to respond to availability of donors, work across time zones in Canada, occasional scheduled overtime to meet deadlines and organisational needs
- Work within an open concept office and potential interruptions
- Some travel within Canada and possibly occasional travel outside Canada