

# EDMONTON MILITARY FAMILY RESOURCE CENTRE

## JOB DESCRIPTION



**POSITION:**  
**Fund Development & Outreach Coordinator**

**CATEGORY:**  
**Full Time**  
**(37.5 hrs per week)**

**REPORTS TO:**  
**Communications and Outreach Manager**

**ANNUAL SALARY RANGE:**  
**\$61,516-66,537**

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### **SUMMARY:**

This position supports the Communications and Outreach Manager in planning, executing, administering and evaluating fund development and outreach initiatives. This includes delivering fundraising initiatives, strengthening relationships with existing donors, supporting initiatives to increase donors and sponsors, and coordinating fund development campaigns and events (first and third party). This position manages data processes, monitors giving potential, and collaborates with internal teams to plan and execute community-building and stewardship events.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Fund Development:**

- Assist in planning, organizing, executing and attending all aspects of agency fund development events and outreach initiatives.
- Provide administrative support to fund development and outreach program areas.
- Monitor, in cooperation with Communications and Outreach Manager, the fund development plan performance for setting and achieving revenue targets.
- Ensure compliance with policies set by Canada Revenue Agency, other regulatory bodies, and internal policies and procedures.
- Nurture and develop donor relationships and support all stewardship activities for individual donors, including acknowledgement letters and donor recognition.
- Under the advisement of the Communications and Outreach Manager, research, coordinate and implement strategies and campaigns to increase donations and sponsorships.
- Research corporate, foundation and individual donor/sponsor prospects.
- Coordinate timelines for all fund development strategies and action plans.
- In consultation with the Communications and Outreach Manager, research, coordinate, prepare and submit approved funding requests and grant applications to corporations and foundations.
- Coordinating the timely preparation of donor reports, receipts and thank you messages and communicating with donors, sponsors and granting organizations as needed.
- Research regulatory and fund development best practices, policies and procedures, and educate internal stakeholders and colleagues on trends and developments in the charitable sector.
- In cooperation with Marketing, create and update collateral and other communication materials for current and prospective donors, sponsors and community partners.
- Organize and coordinate fund development campaigns and events (including third party activities).
- Ensure high-quality information management and administrative processes are in place to support fund development and outreach and continuously analyze results to make recommendations for program enhancements and growth.
- Support the entry and management of donor data, agreements, and communications in the CRM database.

#### **Community engagement:**

- Support networking and partnership opportunities within the military community and the larger community as required to create, enhance and maintain a network of fund solicitation and outreach opportunities.

- Establish and maintain partnerships with both military and civilian agencies to ensure a coordinated approach to relationship building and outreach activities.
- Actively engage with stakeholders through participation on committees and working groups, as required.
- Greet all visitors in an amicable and sensitive manner.
- Maintain positive public relations in handling concerns and questions.
- Provide clients with information and referrals to services, programs and resources available.
- Listen and respond to community input and ensure the communications and Outreach Manager is advised on any issues that may positively or negatively affect the MFRC.

**Other:**

- Willing and able to work flexible hours, including evenings and weekends.
- General administrative duties as they pertain to the Programming areas including accurate and timely entry and management of donor information, donor communication and ongoing data maintenance.
- Input, review and maintain client intake and family registration data in a Client Relationship Management System.
- Consider and alert to management any risk management issues related to program area.
- Attend and participate in meetings and committee work and agency events as requested.
- Contribute information to assist with marketing and awareness campaigns.
- Work with the Marketing team to develop resources for fund development and outreach opportunities, including print documents, social media/web content, videos, and presentations.
- Undertake any secondary tasking and responsibilities deemed necessary for the efficient operation of the agency and its programs and services.

**COMPETENCIES AND BEHAVIOURS:**

To successfully meet the requirements of the position, the following competencies and behaviors must be demonstrated:

- Believe in and practice the mission, vision, and goals of the MFRC.
- Represent the MFRC in a professional manner.
- Able to work as a positive member of the team, facilitating a team environment through personal behavior, work contributions and the sharing of experience and knowledge.
- Strong presentation and public speaking skills.
- Excellent verbal and written communications skills.
- Deadline-oriented, with demonstrated ability to take responsibility for projects and complete them in a timely manner.
- Excellent organizational, interpersonal and networking skills, and ability to distil complex projects and problems when interacting with donors, and to make a compelling case for support of the organization's projects and programs.
- Maintain timely and accurate files and required reporting documents.
- Able to adjust to ever changing needs and handle multiple tasks efficiently.
- Able to be sensitive and tactful in dealing with people under all conditions.
- Ability to lift up to 50 lbs.
- Able to work independently and as a member of an interdisciplinary team.

**DESIRED KNOWLEDGE, EXPERIENCE AND EDUCATION:**

- Relevant post-secondary education in an area such as marketing, communications, fund development, business or a combination of equivalent education and experience.
- Minimum two years' experience in fundraising, event management and donor relations in a non-profit setting.
- Proven experience organizing and planning high value events.
- Experience in planning and developing compelling donor or funder-facing collateral.
- Experience writing and managing successful grant proposals.
- Experience in cultivation, solicitation, and stewardship strategies and techniques, and ability to build effective relationships with prospective donors.
- Knowledge and understanding of Ethical Fundraising and Financial Accountability Code.
- Proficient in Better Impact Software and Microsoft Office 365.
- Preference is given to those fluent in both official languages.
- Knowledge of the unique challenges of the military lifestyle is an asset.
- Must possess a valid driver's license.
- Successful completion of a clear Criminal Records Check and a clear Child Welfare Intervention Check.