



Director of Development/Capital Campaign Manager

Greener Village (GV) is a non-profit organization that increases food security in the Fredericton and surrounding area through its inclusive programmes and services. Our Vision is to provide access to high-quality foods and other products in a setting that promotes dignity, choice and self-esteem. We are committed to providing outstanding services to every person who visits our Centre.

POSITION SUMMARY

Reporting to the Executive Director, the Director of Development/Capital Campaign Manager (DOD/CCM) is a full-time position that requires a collaborative and entrepreneurial fundraising professional to help GV lead and complete its first ever capital campaign and to continue after the Campaign to establish an annual fundraising program that can support GV's future growth.

The ideal candidate will have major giving experience and some capital campaign experience. The DOD/CCM is joining a small team at a critical time in its growth and expansion to new prospects. They will be responsible to deepen existing donor relationships and identify and helping to cultivate new potential donors.

The DOD/CCM is responsible for campaign management activities in relation to GV's capital campaign. In collaboration with campaign counsel, the DOD/CCM is responsible for tracking campaign efforts, implementation of the Campaign Plan, providing guidance on prospect pipeline development, cultivation plans, solicitation strategies, data and project management systems, as well as providing volunteer and staff support. This role is also responsible for supporting public relations and external communications relating to the campaign and will be required to solicit/co-solicit gifts up to \$100,000 independently or with staff/Board/Volunteers.

SKILLS AND QUALIFICATIONS

- Maintains a strong knowledge of fundraising best practice and sector trends through institutional education, self-directed education or conference/webinar learning.
- Comfortable in a fast-paced environment, balancing multiple priorities and multiple stakeholders.
- Experience working with clients/donors of diverse backgrounds, high net worth and senior level executives; comfortable working with people of all different backgrounds.
- Ability to speak to large and small groups with confidence and enthusiasm to elicit engagement.
- Education and/or experience working in non-profits, sales, business, political science, public relations and/or executive assistance.
- Comfortable soliciting major gifts and sponsorships.
- CFRE is considered an asset.

- Capital Campaign experience is considered a strong asset.
- Comprehension of prospect research methods, wealth-mining tools and solicitation strategy development strongly considered an asset.
- Ability to maintain a positive attitude and outlook under pressure and lead stakeholders with cheerfulness and optimism.
- Willingness to accept feedback and seek practical solutions to complex project management and relationship management challenges.
- Experience managing projects and workloads with progressive responsibility.
- Ability to work independently and remotely.

RESPONSIBILITIES

Planning & Strategy

- Work collaboratively with executive director, Board of Directors and campaign counsel to identify top major gift prospects and annual fund prospects from within and outside GV's network.
- Support the work of the Capital Campaign Committee and campaign consultant in all aspects of campaign fundraising.
- Work with Campaign Management Team to prepare and revise campaign collateral and strategic documents including the Case for Support, internal and external reporting dashboards, volunteer solicitor training materials, gift agreements, campaign planning/implementation documents, etc.
- Maintain a strong overview of campaign activities including moves management, goal progress, solicitor activities, and staff team workload. Monitor for bottlenecks and make recommendations to ensure smooth campaign management.
- Work with the Executive Director and Board to identify and engage community leaders in committee opportunities.
- Manage and help to design and implement strategies for various campaign activities, including campaign kick-off, donor cultivation and stewardship events, and campaign celebration.
- Participate in campaign committee and board meetings, and regularly report on campaign progress.
- Manage a budget and be responsible for financial decision-making within their scope of work.

Relationships and Communications

- Plan, schedule, and present at Campaign Cabinet Meetings; ensure accuracy of task tracking and timely follow-up post-meeting.
- Provide regular strategic support to volunteer solicitors in prospect management and solicitation.
- Manage campaign volunteers and coordinate campaign cabinet efforts.
- Manage Campaign Administrative Support staff once hired.
- Solicit gifts ranging from \$5,000 - \$100,000+ independently and/or alongside volunteer or staff co-solicitors.
- Ensure the execution of donor stewardship and care including recognition, naming opportunities, long-term engagement opportunities and thanking.

Project Management

- High-level organizational ability, attention to detail, and time management.
- Ensure donor management systems are set up for efficiency and accuracy (i.e.. Raiser's Edge)
- Ensure tracking systems are in place to manage high volumes and irregular schedules for prospect clearance, stewardship, research, moves management, grant tracking, and all other campaign systems.
- In conjunction with campaign consulting team and Executive Director, write persuasive and concise content in short timelines to be used in a variety of stakeholder communications including grant applications and reporting, major gift proposals, press, and public communications.
- Prepare weekly activity reports (internal use) outlining successes, outstanding actions, and progress development.
- Prepare a bi-weekly summary to campaign cabinets outlining key campaign activity, reminders, successes, and learnings.

Financial Accountability

- Track key financial metrics, oversee pledge fulfillment and ensure accuracy of financial reporting to key stakeholders.

Application Deadline: 2022-06-17

Expected Start Date: Flexible

Job Type:

Full-time, Permanent

Benefits:

Dental care, Extended health care, Life insurance

How to Apply: After reviewing the job description, please email cover letter, and resume to director@greenvillage.org before 2022-06-17 at 1730h (5:30pm). Successful applicants will be contacted as soon as possible to set up interviews. Applications will be accepted until position is filled.