

**Canadian Mental Health Association
Calgary Region**

The Canadian Mental Health Association – Calgary Region is a leader in promoting mental health and wellness through comprehensive community-based services for individuals, families, groups and organizations. Established in Calgary in 1955, we are a community based organization that provides mental health education and support services. We are currently accepting applications for the following position:

JOB TITLE: Director of Fund Development

JOB SUMMARY: Reporting to and working closely with the Executive Director, the Director of Fund Development is responsible for the development, implementation and management of a comprehensive strategic fund development program including individual and corporate major gifts and annual giving (door to door campaign, direct mail, memorial giving, signature special event, gaming and third-party fundraising) across all appeal types and donor groups to meet the organization's annual fundraising goals and to support of the mission and vision of the association.

JOB CLASSIFICATION: Senior Management

KEY RESPONSIBILITIES:

Develop and lead the overall strategic fundraising plan:

1. Create the annual giving strategy including all appeals for all donor groups. Use full range of appeal types including annual gifts, direct mail, memorial giving, events, gaming and third party fundraising in a manner that maximizes revenue and creates lasting beneficial relationships. Develop tools and techniques to monitor and evaluate success. Recommend new appeal types and communication strategies to attract all donor groups.
2. Implement & lead the individual and corporate major gift program. Develop and implement a plan with measurable outcomes so that through the consistent, strategic solicitation of major gift prospects CMHA-Calgary Region realizes its annual fundraising goal. Manage a portfolio of major gift prospects, developing customized strategies for donor and prospect identification, review and evaluation. Establish and maintain professional and productive working relationships with key volunteers and external contacts, providing strategic advice and support as required.

3. Launch a planned giving program. Lead the development of a sustainable, comprehensive planned giving strategy that complements the major gift program.
4. Prepare, submit and monitor a fundraising budget. Evaluate fundraising potential in all appeal categories and create a fundraising budget that achieves organizational goals and maximizes revenue.
5. Ensure all donors are recognized and stewarded in a timely, consistent, personalized and meaningful way.
6. Ensure information systems enable program success. Collaborate with the Fund Development team to sustain a donor base that tracks all appeal types, donor groupings, donor histories and prospect information in a comprehensive way that supports the success of the development program.
7. Provide leadership to fundraising volunteers, board members. Establish and maintain professional and productive work relationships with board members and key volunteers, providing strategic advice and support as required.
8. Contribute to the overall organizational development and success. Provide leadership and support as a member of the CMHA-Calgary Region management team to enable the organization to achieve its full potential and utilize best practices.

Supervisory Responsibilities:

Directly supervises Fund Development Officer, and Fund Development Assistant. Liaises with Manager of Communications. Supervisory responsibilities must be carried out in accordance with CMHA's policies and applicable employment laws. Responsibilities include interviewing, hiring, training and mentoring employees; planning, assigning and directing work; performance appraisal/management; addressing concerning and resolving problems. Proven leadership skills are key.

EDUCATION, SKILLS & EXPERIENCE:

- Bachelor's degree in relevant field and three to five years experience in a leadership role with a broad knowledge of fundraising best practices, and significant hands-on fundraising experience with a proven track record of success.
- Business training including marketing, sales & financial management is an asset.
- Experience in individual and corporate major gifts is required, including demonstrated success in identifying, cultivating, soliciting and stewarding planned and major gifts. The position requires strong communication (written and oral) and presentation skills.

- Special requirements include excellent relationship management skills, a team orientation, understanding of privacy legislation, dedication to working with volunteers, and a genuine interest in creating new resources for mental health programs and services.
- Must be able to work independently or collaboratively.
- Requires excellent organizational and follow-through skills including the ability to manage multiple projects and see projects through to a timely completion.
- Must be goal oriented, self motivated, reliable, detail-oriented.

Computer Skills

- Must have experience with data systems and extracting data to support solicitation and campaign activities with a solid general knowledge of Microsoft Office programs. Experience with @Ease an asset.

Financial & Budget Management

- The ability to create, manage and evaluate a fundraising budget and understand financial management issues. Sound mathematical and analytical skills and asset. Knowledge of CRA regulations as they affect the management of a charity is expected.

ADDITIONAL REQUIREMENTS:

- Valid drivers' license and own vehicle
- Professional (CFRE) or equivalent training is required.

SALARY RANGE: \$55,000 - \$69,000 plus a benefits package.

APPLICATION INFORMATION:

Qualified applicants should submit the **CMHA Application Form** (download from www.cmha.calgary.ab.ca/jobs) plus a covering letter and resume by May 5, 2006 to:

Human Resources
Canadian Mental Health Association
#400, 1202 Centre St SE
Calgary, AB T2G 5A5
Fax: 270-3066



While we appreciate all the submitted applications, we will only contact the candidates considered for this position. Thank you for your interest.