



## A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

### Director, Campaign

(18-month contract starting September 2017; full-time; based in Toronto)

Reporting to the Vice President, Development, the Director, Campaign oversees all operational aspects of the UNdaunted high value fundraising campaign for the organization including collateral development, pipeline, research & prospecting, cultivation & stewardship events, and managing the Campaign Cabinet.

The Director is a key member of the Senior Leadership Team and is responsible for strategic planning, annual planning and team activation in order to meet revenue and awareness goals in a manner consistent with UNICEF Canada's mission and vision.

With a specific focus on long-term high-value revenue generation the Director is also responsible for activities and revenue goals aligned with innovative funding relationships including UNICEF Canada's domestic One Youth initiative, and specific Foundations, with revenue goals totaling approximately \$2-5M annually.

The responsibilities of the position will include:

#### *Campaign Operations (40%)*

- Work cross-functionally to oversee the development and management of UNdaunted campaign operations including collateral development, cultivation & stewardship events, planning, stewardship and calendarization.
- Ensure the involvement of all relevant internal stakeholders, including regular updates to key staff, executive and board along with overseeing team meetings to ensure organizational efficiencies and effectiveness to strive for campaign objectives.
- Work closely with the Chief Development Officer (CDO) to manage the Campaign Cabinet and its meetings.
- Ensure the development of strategic internal and external alliances towards the specific



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goal of generating high value revenue, lead generation and/or building brand and organizational profile.

- Evaluate reasonable partnership risk-taking opportunities and develop creative solutions, stimulating new ways of thinking and solving problems. Making strategic decisions using financial data and other market relevant information.
- Oversee the development of pipeline prospecting and reporting tracking; provide regular revenue and activities update to senior leadership.

#### *Donor Cultivation and Solicitation (30%)*

- Lead three to five major Foundation and/or innovative financial relationships for the organization's top priorities as identified in the annual plan and Joint Strategic Plan (JSP).
- Ensure the development of strategic alliances towards the specific goal of generating revenue, lead generation and/or building brand and organizational profile.
- Oversee the fundraising targets and activities for the One Youth initiative.
- Evaluate reasonable partnership risk-taking opportunities and develop creative solutions, stimulating new ways of thinking and solving problems.
- Monitor the overall execution of the approach providing guidance and assistance as required. Anticipate and plan for future events, trends, problems and opportunities and exercise sound judgment.
- Provide updates and reports to Senior Leadership including the board on the status of fundraising projections, achievements and gaps.
- Work with other Development team staff) and volunteer leadership to ensure the availability of appropriate cultivation and stewardship tools for use with donors and prospects.

#### *Strategic & Operational Planning (20%)*

- Maintain a four-year sight-line for the team.
- Oversee the execution of the multi-year (JSP) and manage the annual planning process (Annual Operating Plan) for the team and ensure integration across the organization.
- Ensure department strategies are synergistic and identify cross functional opportunities with all other fundraising, IP / marketing / communications teams as appropriate.

#### *Team Supervision, Coaching & Operational Management (10%)*

- Recruit and develop effective, motivated individuals to achieve common team goals.
- Ensure integrity with the mission and values in all fundraising activities.
- Encourage individuals to develop strengths and support opportunities to foster professional growth.
- Conduct team annual goal setting planning and performance review as established by HR protocols; support employee engagement strategies as required.
- Ensure all documentation regarding expenses, legal agreements/ contracts & employee documentation are up to date and accurate.
- Make strategic decisions using financial data and other market information.

- Anticipate the long term implications/risk of decisions and plan for contingencies, anticipating obstacles and roadblocks.
- Monitor variances and take corrective actions to meet annual revenue/expense targets.
- Develop pipeline prospecting and reporting tracking; Provide monthly revenue and activities update to senior leadership.
- Ensure all fundraising activity is tracked in Raiser's Edge.

The ideal candidate will have:

- A university degree or college graduate diploma with a focus in fundraising, marketing, sales, or other applicable disciplines.
- A minimum of ten (10) years in fundraising, marketing, or sales experience in corporate or not-for-profit sector.
- A successful track record with revenue generating and business development, working with senior executives and volunteers, soliciting and closing major donations/sales of \$25k-\$5million level.
- Experience running major fundraising campaigns.
- The ability to resolve conflict, navigate through contentious issues and adept at identifying and implementing risk management strategies.
- Demonstrated strong decision making and judgment skills; strategic and resourceful.
- Superior verbal and written communications skills, able to convey big ideas with passion, strong public speaking skills; adapts communication style as appropriate.
- Commitment to professional and personal growth for self and team members.
- English / French bilingualism (an asset).
- The ability to prioritize, is detail-oriented and has a strong drive for results.
- Excellent computer skills (Microsoft Office).
- Experience with Raiser's Edge or relational databases for appropriate prospect/ donor documentation (an asset).
- The ability to build new and long-term relationships both internally and externally.

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **August 23, 2017**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Director, Campaign**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.