



## 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:

### Development Manager (Corporate Partnerships)

(Permanent, Full-time, based in Toronto)

Reporting to the Director, Development, the Development Manager will be responsible for managing the relationship (stewardship, cultivation & activation) of all global corporate partnerships. As well, the position will develop and execute the marketing communication plans for the majority of global corporate partnerships and fundraising-related campaigns internally and working with our partners. This position will be required to execute high quality partnership materials, promotional activities and logistics for corporate partners and work in collaboration with other key development areas within UNICEF Canada (Major Donors, Cards and Gifts, Community Engagement and Communications) to further organizational fundraising and/or brand awareness activities.

The focus for this role will be on overseeing execution and activation of all global partnerships within the Canadian marketplace including our licensing cards and gifts program.

The responsibilities of the position will include:

#### *Partnership Management & Growth (60%)*

- Create fully integrated philanthropic and revenue driving opportunities to position UNICEF as a charity of choice, with a key focus on developing strategic, long-term, global corporate partnerships from \$100K - \$500K annually.
- Serve as lead relationship manager in the day-to-day stewardship and cultivation of significant global funding partnerships, in coordination with executive level contacts.
- Ensure partner activities are furthering fundraising or brand awareness objectives.
- Develop strong cultivation and stewardship tools/ approaches that are considered best practice in the field or market niche as related to engagement strategies along with strong administrative skills to manage back end partnership activities.
- Collaborate with other fundraising channels (Loyalty & Acquisition, Community Engagement and Major Donor) to execute strategies for revenue generation and partnership promotion.





- Provide the Executive and Senior Leadership Teams with appropriate briefing or stewardship materials to support corporate engagement strategies.
- Work closely with the Director of Development to support processes for cultivation of partnerships– including proposal and pitch decks
- Represent UNICEF Canada at meetings and events through public speaking, presentations and where appropriate public relations activities.
- Work with international colleagues to support activation of global accounts in Canada.

#### *Marketing & Communications (15%)*

- Develop and execute unique, comprehensive marketing communication plans specifically for the cultivation, stewardship and solicitation of partnerships including - significant gift announcements, and events that support cultivation and stewardship strategies.
- Develop and execute partner materials including press releases, FAQ's for donor services, digital and social media content as required; ensure stakeholder engagement in development and plans to mitigate any potential PR risk.
- Ensure UNICEF Canada branding and positioning are appropriately reflected in communication materials and activities by working closely with communications, marketing and programming teams.
- Leverage or seek unique Marketing, Digital and/or Media assets and opportunities for cultivation and stewardship.

#### *Planning & Operations Management (15%)*

- Contribute to the development, implementation and maintenance of a national corporate giving infrastructure which includes – donor reporting, recognition, RE tracking, reporting deliverables and stewardship plans.
- Ensure department strategies are synergistic and identify cross functional opportunities with Major Gifts, Direct Marketing, Digital and Community Engagement.
- Work strategically with UNICEF's Private Fundraising and Partnership (PFP) Division and Country Offices as required.
- Ensure all activities are budget approved and within annual operating plan or joint strategic plan.

#### *People Management (10%)*

- Ensure integrity with the mission and values in all fundraising activities.
- Develop effective, motivated individuals and teams to achieve common goals.
- Encourage individuals to develop strengths and support opportunities to foster professional growth.
- Coach and work with team members to develop prospecting, cultivation and stewardship skills to build strong, long lasting, meaningful relationships with key stakeholders.
- Ensure staff are following policies and procedures to enhance efficiency and effectiveness.





- Conduct team annual goal setting planning and performance review as established by HR guidelines; support employee engagement strategies as required
- Work/life balance and family-friendly practices are promoted and implemented within the department.

The ideal candidate will have:

- A University degree and/or community college diploma with a focus in fundraising, marketing, sales, communications, account management or other relevant disciplines.
- A minimum of five (5) years relevant work experience in sales, marketing communications, fundraising events and/or NFP fundraising
- A successful track record of managing multiple accounts.
- A track record of proven results in establishing on-brand key messaging and marketing collateral to support partnerships.
- The ability to think strategically and work independently in driving new initiatives or enhancing existing programs.
- A vehicle, or access to a vehicle, to meet with donors.
- Bilingualism in English and French (an asset).

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **June 4, 2016**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Development Manager (Corporate Partnerships)**” 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 a 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.

