



## 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, Development (Major Gifts)

(Permanent; Full-time; based in Toronto, Calgary or Montreal)

Reporting to the Vice-President, Development, this position is responsible for the development and management of the Major Donor and Legacy portfolios, including individual major gift suspects, prospects and donors, including bequests and family foundations that have the capacity to make investment gifts of varying amounts from \$25K to gifts of seven figures. The Director is a key member of the Senior Leadership Team and is responsible for 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 relationship-based revenue generation and partnership cultivation, the Director is currently responsible for activities and revenue goals totalling over \$6M.

The responsibilities of the position will include:

#### *Revenue Generation & Partner Cultivation (65%)*

- Drive opportunities to position UNICEF as a charity of choice, with a key focus on developing strategic, long-term, major donors (\$25k+ annually).
- Act as a senior solicitor for individual donors giving \$25k+ annually and oversee prospecting strategies and activities for the team, including the development of creative and meaningful giving opportunities and stewardship materials intended to attract significant, long-term relationships.
- Work closely with Executive and senior staff to assist in developing transformative major gift opportunities, moves management and stewardship strategies for \$1M+ prospects and donors.
- Achieve annual revenue and expense targets.
- Work with the team to establish a collaborative strategic fundraising approach that enables the short term and long term achievement of goals and targets including new business strategy, stewardship planning and strong donor engagement tactics.



- 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.
- Ensure the development of strategic internal and external alliances towards the specific goal of generating revenue, lead generation and/or building brand and organizational profile. Cross collaborate with all fundraising and marketing channels including Intermediate donors as well as corporate, community & events.
- Evaluate reasonable partnership risk-taking opportunities and develop creative solutions, stimulating new ways of thinking and solving problems.
- Build partnerships externally with other National Committees, UNICEF Private Fundraising and Partnership (PFP) Division and Country offices to explore and create additional global/international opportunities for strategic partnerships.
- Develop a pipeline and activation of prospecting and moves management to meet forecasting activities annually and for long-term planning.
- Establish successful and best-in-class stewardship and donor experience strategies to cultivate donor engagement.
- Manage and support leadership team with board relations; including identifying appropriate board prospects, leveraging board referrals and, where appropriate, including board members in proposals or asks.
- Provide updates and reports to Senior Leadership including the board on the status of fundraising projections, achievements and gaps.

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

- Maintain a 2-3 year sight-line for the team.
- Oversee the execution of relevant sections for the multi-year Joint Strategic Plan (JSP) and manage the Annual Operating Plan (AOP) for the team and ensure integration across the organization.
- Oversee the execution of a national giving program for major supporters which includes donor reporting, recognition and stewardship plans.
- Support the development and execution of plans for organizational priority campaigns and initiatives.
- Ensure department strategies are synergistic and identify cross-functional opportunities with Corporate/Community, Loyalty and Acquisition, Marketing, Communications and International Policy and Programs teams as appropriate.
- Work with PFP to ensure our strategies and approaches are well-aligned to meeting global objectives/ protocols.

#### *Team & Operational Management (15%)*

- Develop effective, motivated individuals and teams to achieve common goals.
- Ensure integrity with the mission and values in all fundraising activities.
- Encourage individuals to develop strengths and support opportunities to foster professional growth.



- As the fundraising revenue grows and the pipeline for dollars becomes established, grow the team accordingly.
- Develop on-boarding and succession plans to ensure program continuity and donor centric engagement.
- Conduct team annual goal setting planning and performance review as established by people processes; 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 (RE).

The ideal candidate will have:

- A University degree or community college diploma with a focus in fundraising, marketing, sales, or other related discipline.
- A minimum of ten (10) years relevant experience in fundraising, marketing, or sales.
- A successful track record with revenue generation through soliciting and closing major donations of \$25k-\$1M including working with individuals, family foundations and senior executives and volunteers.
- 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.
- Self-awareness and a commitment towards professional and personal growth for self and team members.
- Attention to detail, strong drive for results and organization skills.
- The ability to work in a fast paced environment, prioritize and multi-task.
- Flexibility to work evenings/weekends as well as some travel and weekends when needed.
- Excellent computer skills (Microsoft Office)
- Bilingualism in English and French (an asset)
- Experience with RE or similar relational database (an asset)





For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **August 5, 2016**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Director, Development (Major Gifts)**” 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.



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