



## A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

### Development Manager (Major Gifts)

(Permanent; Full-time; based in Toronto)

The Development Manager (Major Gifts) works within the Development team to engage and secure donors to meet the fiscal revenue goals in a manner consistent with UNICEF Canada's mission and vision.

Reporting to the Senior Director, Development (Major Gifts), this role is responsible for identifying, cultivating, soliciting and maintaining high value relationships with individuals and foundations. With a focus on recruiting, stewarding and renewing individual donors for continued growth of the major donor portfolio, this role will also support the growth of the prospect pipeline. The role will be responsible for donor solicitations and relationships associated with more than \$1 million dollars in donor commitments annually, with the potential for significant growth.

This role will formulate strategies to raise new individual gifts of \$10,000 and more; cultivate existing donors to give at a major donor level and increase their giving to higher thresholds; and contribute to the planning and implementation of organizational activities to maximize individual and foundation giving. In particular, this role will support the Senior Director in building a pipeline of new major donors to UNICEF Canada.

The responsibilities of the position will include (but not limited to):

#### *Donor Cultivation, Solicitation and Renewal (55%)*

- Identify, grow and manage a portfolio of 100+ individual and family foundation major gift prospects
- Secure one-on-one in-person donor meetings to establish or strengthen donor commitments to long-term support.
- Move the prospects through a moves management process toward participation in one of UNICEF Canada's fundraising initiatives.



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- Work with the Communications and International Programs Teams to support the development of tailored proposals for key major gift prospects.
- Where appropriate, liaise with senior leadership, executive or board members to effectively cultivate and steward relationships.
- Migrate or integrate stakeholders from other key development areas within UNICEF Canada (Development Operations, Corporate, Signature Events, Community Engagement, mid-level giving).
- Work with Development team staff and other teams (International Programs, Marketing and Communications) to ensure the availability of appropriate cultivation and stewardship tools for use with major donors and major donor prospects (i.e. field travel).

#### *Pipeline Development and Prospect Identification (25%)*

- Build connections with and develop a portfolio of donor prospects as identified through research, volunteer identification, signature and cultivation events and additional sources that have the ability and affinity to give to UNICEF Canada.
- Identify new communities with major donor potential and develop and foster links within those communities.

#### *Planning and Administration (20%)*

- Support the Senior Director in the execution of relevant sections for the multi-year UNICEF global joint strategic plan (JSP) and the Annual Operating Plan (AOP) for the team, and ensure integration across the organization.
- Support the development and execution of organizational priority campaigns and initiatives.
- Maintain an up-to-date and deep knowledge of UNICEF's work, leadership and projects for discussion with donors and prospects.
- Ensure that the Raiser's Edge database is kept updated with accurate information on major donors and campaign prospects for weekly reporting.
- Undertake travel and attend UNICEF fundraising events and activities (sometimes during the evenings and weekends), as required.

The ideal candidate will have:

- A post-secondary degree or diploma with a focus in fundraising, marketing, sales, or other applicable disciplines with a proven track record of closing gifts at the \$25K + level.
- Five (5) plus years' of relevant work experience in fundraising or sales in the corporate or not-for-profit sector with experience in Major Gifts fundraising.
- Ability to work independently for a fast paced organization.
- Team working skills and a natural relationship-builder both internally and externally.
- Creative approach to cultivation and stewardship.
- Superior verbal and written communications skills, including public speaking.
- Experience with Raiser's Edge or relational databases and donor database report tracking an asset, ensuring appropriate prospect/ donor documentation.
- Excellent computer skills (Microsoft Office).



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- Bilingual English/French language skills (an asset).

*Salary range: \$65,000 - \$80,000 per year.*

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **May 23, 2019**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Development Manager (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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