



Recruitment

Director of Development and External Relations

AIDS Vancouver is seeking an experienced fundraising executive to lead the agency's Office of Development and External Relations. The successful incumbent will work as a member of the management team, to raise AIDS Vancouver's position, profile and reputation as an international leader in the HIV/AIDS sector, and as a destination for high impact philanthropy and private investment.

Under the strong leadership of the Executive Director and Board, the organization has just completed a major mission shift, to focus its efforts on the prevention of HIV-AIDS and to provide care and support to people living with HIV infection.

AIDS Vancouver is now poised to re-energize its fund development program. The Director of Development and External Relations is a self-starter who can reconnect with AIDS Vancouver's donors and supporters under the umbrella of its new mandate, and put in place the programs and relationships that will lift AIDS Vancouver to its next stage of development.

Applicants should present their resume with a covering letter addressing the selection criteria to: Graham Paul, HR & Operations Manager, grahamp@aidsvancouver.org.

AIDS Vancouver offers a competitive salary package and is an equal opportunity employer. For more information, contact: Graham Paul, HR & Operations Manager, grahamp@aidsvancouver.org.

Deadline for Application: 11 August 2014



Director of Development & External Relations

Position Description

POSITION SUMMARY:

The Director of Development and External Relations is pivotal to AIDS Vancouver's strategic development. The appointee provides vision and leadership to the Office of Development and External Relations, responsible for developing and implementing creative and collaborative approaches to driving major investment into the agency, and for raising its profile and reputation as an international leader in the HIV/AIDS sector.

Working with the Management Team and Board, the primary focus of the role involves developing and executing fund development strategy, securing major gifts and corporate investment, and leveraging opportunities for partnerships and matching funds with donor agencies and like-minded organizations.

The Director is responsible for leading, building, managing and growing the full range of fund development strategies and directs revenue generating activities to ensure annual and long-term goals are achieved and sustained. New investment will be an outcome of sound investment decisions that grow the agency's capacity to increase revenue streams into the organization.

The incumbent will develop and execute communications and marketing strategies that position AIDS Vancouver as a high impact service organization and an international leader in the HIV/AIDS sector. A key focus of this position is around building strong professional relationships with internal and external audiences while delivering and representing the agency's mission in its work with volunteers, stakeholders and the public. In this capacity, the Director acts as the official spokesperson representing the Agency in most matters of media as delegated by the Executive Director.

The Director of Development is accountable for the performance of the Office of Development and External Relations with a particular emphasis on the following areas: high performing fund development programs, donor and volunteer engagement, sound gift management and stewardship, agency reputation and profile, leading a team of staff, and policy and systems for meeting AIDS Vancouver's obligations to its key stakeholders and as a registered charity.

REPORTING RELATIONSHIPS

The Director of Development and External Relations is an excluded position reporting directly to the Executive Director. The appointee is a member of AIDS Vancouver's leadership team, and works collaboratively with the Board and staff in the execution of his/her duties. The Director leads a team of three dedicated staff, and works closely and regularly with the Finance Manager and Finance Assistant.

DUTIES

Strategic Planning and Leadership

- Leads the formulation and execution of strategic and operational plans for fund development and external relations for the Agency;
- Prepares a report card and provides reports to the Board against approved plans on fund development and external relations as directed by the Executive Director;
- Proactively identifies fund development and communications trends and issues arising which could affect the agency and recommends to the Executive Director strategies for managing their impact;
- Participates in management team activities including policy making, program development, program evaluation, strategic planning, and reporting and solicits the input of management team members into fund development and external relations activities.
- Ensures compliance with all applicable laws and regulations pertaining to AIDS Vancouver and the Charities Division of Canada Revenue Agency;
- Develops, reviews and ensures agency compliance with a full suite of fund development and external relations policies and procedures;
- Is accountable for developing and monitoring annual budgets and plans for the Office of Development and External Relations, and for managing agency resources responsibly and transparently.

Fund Development

- Leads strategic and annual planning, development, implementation and evaluation of fund development programs and activities;
- Identifies opportunities and develops the business case for new investment to expand AIDS Vancouver's capacity to grow its income streams through public and private sector support;
- Develops strategic and operational metrics and performance measures for tracking and monitoring outcomes against plans, sector benchmarks and best practice;
- Designs, puts in place and supports leadership engagement mechanisms (staff and volunteers) to facilitate the execution of fund development programs.
- Leads the development of significant donor relationships as a partnership with the Executive Director and the Board;
- Works with the Executive Director to maximize opportunities for community partnerships and networks in the design and implementation of fund development programs and activities.
- Initiates and maintains oversight for a comprehensive, well balanced fund development program portfolio including major gifts, planned giving, corporate sponsorships and partnerships, grant writing, annual fund, events and social enterprise;
- Allocates fundraising resources to achieve the maximum impact;

External Relations

- Leads strategic and annual planning, development, implementation and evaluation of the agency's external relations plans and activities including communications and marketing, online presence, and stakeholder relations;
- Develops strategic and operational metrics and performance measures for tracking and monitoring outcomes against plans, sector benchmarks and best practice;
- Creates and executes communications and public relations strategies and programs that raise the brand profile, position and reputation of the agency locally, regionally and nationally;
- Presents fresh, creative, innovative ideas for unique, cost-effective, results-oriented strategic communication campaigns and activities aligned with the agency's vision, mission and goals;
- Creates and supports volunteer and donor recognition programs and activities as mission-critical components of AIDS Vancouver's mission.
- Represents AIDS Vancouver externally and in most matters of media contact as directed and delegated by the Executive Director;
- Designs, writes, executes and manages the development and distribution of all print and electronic content;
- Manages and maintains the agency's website, databases (NationBuilder) and social media, and ensures that content is regularly and consistently updated.

Event Management:

- Creates and implements annual plans for all special events for the agency including PRIDE, Red Ribbon Campaign, Celebrity Dim Sum, the annual donor and volunteer recognition event, and other approved fundraising events;
- Facilitates third party events as a means for minimizing the demands of events on internal resources and facilitating volunteers engagement;
- Regularly reviews and evaluates the event portfolio to ensure that each event achieves the desired impact and that event management does not diminish staff capacity to raise funds from higher return programs.

Human Resource Management

- Provides leadership and management oversight to the staff, volunteers and contractors of the Office of Development and External Relations;
 - Demonstrates and promotes a positive and professional work environment suitable to staff, volunteers, and clients in accordance with the Agency's Code of Conduct;
 - Hires, negotiates and if required, terminates contracts for staff, volunteers and contractors of the Office of Development and External Relations in association with the HR & Operations Manager;
 - Sets annual targets with and conducts annual performance evaluations of departmental staff;
- Ensures compliance with provincial and federal employment regulations, Collective Agreements, and agency HR policies including the Volunteer Resources Policy and Procedures, for the Office of Development and External Relations.

Other:

- Remains up-to-date on developments in the HIV/AIDS field;
- Maintains currency of knowledge and practice as a fundraising and external relations professional and agency leader;
- Participates in relevant internal and external committees as requested by the Executive Director and supports a collaborative team environment;
- Provides consultation to external agencies and participates in external activities as required;
- Complies with agency policies and procedures;
- Performs other related duties as required.

SELECTION CRITERIA

Qualifications and Experience:

- 5-7 years as a fundraising professional in a senior leadership role with proven success in managing major gifts and corporate partnerships;
- Bachelor's degree or higher;
- Demonstrated experience in planning, budgeting and implementing fundraising and communications plans;
- Proven success in creating giving programs, achieving and sustaining fundraising goals, and working with leaders in business, community and government;
- Certified Fund Raising Executive (CFRE) is desirable;
- Experience in a unionized environment is an asset.

Knowledge and Skills:

- Demonstrated ability to effectively liaise with leaders in business, community and government;
- Strategic thinker;
- Advocacy and negotiation skills;
- Strong interpersonal skills and networking abilities;
- Ability to analyze and solve problems;
- Exceptional verbal, written and presentation skills;
- Ability to work independently and in cooperation with others;
- Ability to plan, organize and prioritize;
- Knowledge of HIV/AIDS and related issues and their impact on community is an asset.

Personal Qualities

- Excellent qualities in negotiation, tact, discretion and an ability to maintain confidentiality;
- A results oriented person who develops warm, productive relationships;
- Able to work evenings and weekends.



Director of Development & External Relations

About AIDS Vancouver

ORGANIZATIONAL CONTEXT

AIDS Vancouver plays a special role in providing quality health care to people affected by HIV/AIDS living in the Lower Mainland. It is clearly more than just a community health care organization. It is an organization whose presence and continued strength is essential to the quality for life of this community and of each individual and family who draws on its services. Our Agency is a vital community asset which everyone affected by HIV/AIDS can share, and in which we all have a stake.

AIDS Vancouver opened its doors in 1983 as the first AIDS service organization in Canada and in response to the growing need for community health organizations to support individuals vulnerable to the epidemic.

Today, over 7,000 people from around the world annually access some form of service provided by AIDS Vancouver. AIDS Vancouver responds to the ongoing changing and challenging health care environment of HIV/AIDS and is fully dedicated to growing responsively to meet the needs of the community we serve.

AIDS Vancouver uses an integrated approach to care and support, and prevention and harm reduction. People affected by HIV/AIDS who experience difficulties in accessing services or have a financial, transportation, medical, food, housing or other problem or emergency can receive support and service from AIDS Vancouver. Our services include: case management, financial assistance; grocery and nutrition support, outreach care teams; and a confidential helpline.

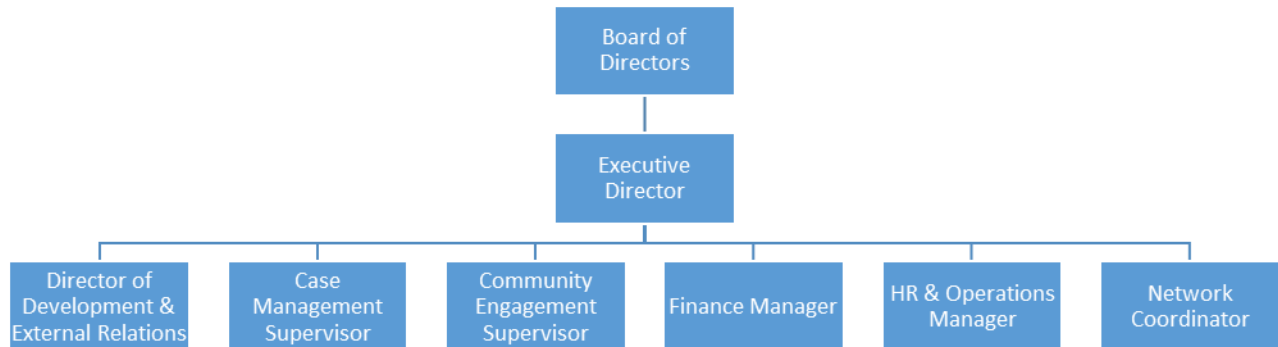
We provide support and leadership to numerous other local AIDS Service Organizations (ASO's), through project management, administrative assistance and coalition partnerships.

Vision: AIDS Vancouver strives to create a future without HIV.

Mission: AIDS Vancouver exists to alleviate individual and collective vulnerability to HIV through support, education and community based research.

Strategic Intent: Prevent • Act • Support

GOVERNANCE AND MANAGEMENT STRUCTURE



AIDS Vancouver’s annual budget is \$1,785,000 of which \$1,339,000 is in the form of a contract from Vancouver Coastal Health Authority. The agency delivers on its mission thanks to 21 dedicated staff and 150 active volunteers. Private sector funding will be vital to AIDS Vancouver’s growth and capacity to extend its reach and impact.

OFFICE OF DEVELOPMENT AND EXTERNAL RELATIONS

Fund Development

AIDS Vancouver’s fund development program is currently achieving modest success. During this period of transition and strategic repositioning, which included a significant restructure, the position of Director of Development has remained vacant (18 months).

The current program comprises an annual appeal and special events program. Major grants, and corporate and government relationships are maintained and supported by the Executive Director. The agency’s database contains 5,000 to 6,000 current and lapsed donors and supporters.

The goal is to redevelop and re-launch AIDS Vancouver’s fund development program as a mission critical function aligned with vision, strategy and goals. A critical component of the new strategy will be the development of a visionary case for support that inspires major donors and corporate partners, and reconnects the AIDS Vancouver with its key stakeholders.

The fundraising goal for 2014 is modest, \$250,000 with \$100,000 achieved to date. Our goal as an organization is staged growth, initially focusing on high potential opportunities but with a view to developing a comprehensive portfolio of fundraising programs and activities.

External Relations

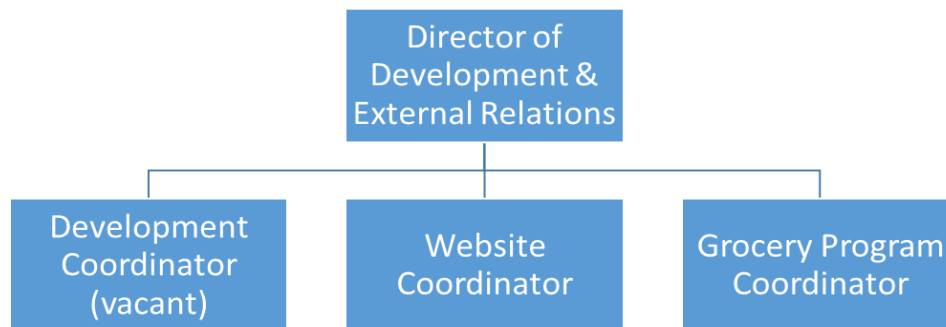
AIDS Vancouver is part of a regional, national and international network of partners serving the HIV/AIDS community. The agency believes in partnership and collaboration with like-minded

organizations across Vancouver’s Lower Mainland, and in playing a leadership role in helping others to deliver quality services to the HIV/AIDS community.

The external relations portfolio includes communications and marketing activities to raise the profile and reputation of AIDS Vancouver regionally, and to raise awareness in the community about its services to people living with HIV/AIDS. The execution of communications and marketing plans include the gamut of print and electronic communications vehicles, developing an online presence through the internet and social media, growing and maintaining relationships with media channels, and public relations activities designed to raise awareness in target communities about AIDS Vancouver and its services.

Departmental Structure

The Director of Development and External Relations leads a team of three resource development and external relations professionals, supported by a team of dedicated volunteers.



Position Created: March 2011
HEABC Approved As New Position November 5, 2012
Revised:
May 13, 2013
April 10, 2014
July 11, 2014