



Confidential Position Specification



Director, Direct Marketing & Community Giving

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Position Overview

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| Organization: | Special Olympics Canada |
| Title: | Director, Direct Marketing & Community Giving |
| Reports to: | Sarah Eyton , Vice President, Fund Development |
| Location: | 21 St. Clair Avenue East, Suite 600 |

Is this you?

Do you believe in the transformative power of sport? Do you have a passion for helping individuals who have an intellectual disability? Are you determined to change attitudes and create a more inclusive and open society? Are you ready to bring your direct marketing (emphasis on digital) and strong fundraising track record to an organization that directly impacts the lives of those they aim to serve?

Are you mature, articulate, a team player and a go-getter? Do you enjoy the freedom to create your own strategies, campaigns and programs, and do you equally enjoy executing and measuring their impact? Do you like rigor and process, diving into complex data/analysis and developing business cases, database segmentation and fundraising investment frameworks?

Does the opportunity to create growth strategies around Individual Giving including planned giving, major gifts excite you?

Do you want to join forces with a high-performance team who is passionate about expanding the quality, opportunity and accessibility of sport for individuals with an intellectual disability?

If this sounds like you, then please read on ...



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Special Olympics Canada Background

Established in 1969, the Canadian chapter of this international movement is dedicated to enriching the lives of Canadians with an intellectual disability through sport. Operating out of sport clubs in all Canadian provinces and territories, except Nunavut, this grassroots movement reaches beyond the sphere of sport to empower individuals, change attitudes and build communities. From two-year-olds to mature adults, more than 42,500 athletes with an intellectual disability are registered in Special Olympics year-round programs across Canada. They are supported by more than 20,500 volunteers, including more than 15,700 trained coaches.

The Vision

Special Olympics Canada's vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all across Canada.

The Mission

Special Olympics Canada is dedicated to enriching the lives of Canadians with intellectual disabilities through sport.

The Values

- Inclusion: Foster inclusive communities
- Diversity: Honour what is unique in each individual
- Empowerment: Create opportunities to pursue full potential
- Respect: Operate in an environment of cooperation, collaboration and dignity
- Excellence: Elevate standards and performance

For more information please visit: www.specialolympics.ca



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Position Overview

The Director, Direct Marketing & Community Giving is a newly created role reporting to the Vice President, Fund Development. The successful candidate will be an integral part of the Fund Development team. The Director will have experience executing omni-channel direct marketing campaigns including digital. The Director will be comfortable working cross functionally and will have experience selecting and managing external outsourced service providers.

SOC is experiencing an exciting period of growth and our successful candidate will contribute to shaping a dynamic and impactful organization, while leading and growing an increasingly important revenue source. While Special Olympics in Canada has strong grassroots financial support at the provincial/territorial Chapter level, there is an opportunity to significantly grow individual giving.

The Director will be responsible for the creation and management of a comprehensive, strategic and integrated effort to further build SOC's base of individual donors. The first priority will be to create from inception a direct marketing pilot program at the national level and over time lay the foundation for a philanthropy strategy around Individual Giving.

The Direct Marketing pilot is based on the success of a Direct Marketing program operated in the US by Special Olympics International (SOI). SOC will invest in originating their own pilot in Canada, with a strong digital focus and with external vendor's assistance. The Director will be responsible for implementing, measuring and continually optimizing the program.

SOC is fortunate to have several affiliated organizations that raise significant funds and awareness for the movement in Canada, including The Special Olympics Foundation and the Law Enforcement Torch Run (LETR). These organizations have contributed significantly to the movement over their histories and experienced impressive growth. The Director will collaboratively steward the affiliated organizations, helping further increase their impact within the movement.

Primary Responsibilities

The key accountabilities of the role are:

- Own the direct marketing pilot in Canada, acting as the lead between, and collaborating with, the selected vendors and the participating Chapters including



providing the direction for the strategy, budgets, content creation and management, design, data, mailing, tracking and reporting

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- Build strong relationships, service and collaborate effectively with all provincial/territorial Chapters on individual giving initiatives, cultivation and stewardship
- Manage the analysis of the pilot results with the Pan-Canadian Fundraising Strategy Steering Committee to adjust strategies and plans as necessary to maximize results and determine whether the pilot should be expanded to more Chapters
- Introduce and stay current with best practices, innovative approaches and new opportunities to grow effectiveness and efficiency of programs
- Identify other individual giving opportunities and programs and develop and implement strategies to build and secure those revenue sources, with an early emphasis on planned giving
- Work with the IT team and other members of the Fund Development team to fully implement and manage the new CRM system (Microsoft Dynamics) and maintain accurate prospect and donor records
- Work with IT and Communications to create and manage SOC online donation pages and support Chapters to help them maximize online giving technology and pages; work with IT to stay informed of technological advances and product development to ensure online giving vehicles remain relevant
- Work collaboratively with the Foundation on jointly funded Individual Giving initiatives, including the direct marketing pilot
- Collaboratively work with and support the LETR National Director, LETR National Council and the Chapters to further grow LETR activities, increase revenue and awareness, and steward its volunteers and donors
- Provide guidance and support to Chapters on individual giving
- Establish and monitor annual goals, plans, metrics and budgets
- Work with the other members of the Fund Development and Finance teams to develop and execute best practices in donor stewardship, gift processing and reporting and acknowledgments



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Ideal Candidate's Profile

Our successful candidate will have:

- University degree
- A minimum of 7-10 years of successful direct marketing and fundraising experience in a supervisory/managerial capacity
- Possess excellent verbal and written communications skills with meticulous attention to detail, leadership and managerial skills with a strong client service orientation; a self-starter who can work independently
- Experience in developing and leading an innovative and growing individual giving fundraising program and possess the curiosity and lifelong learning style that equates to future growth and success
- Experience in and understanding of donor database management, analysis, digital and social media tools and on-line giving platforms and strategies
- Ability to work collaboratively in a complex environment with a range of stakeholders and operational factors
- Excellent organizational and project management skills and the ability to work under the pressure of shifting priorities and demands while leading multiple projects
- Demonstrated experience in strategic thinking, decision-making and problem solving while at the same time be comfortable rolling up their 'sleeves' and doing
- Positive, results-oriented approach with the interpersonal skills and integrity that inspires trust
- Passionate about the transformative power of sport and its positive impact on individuals
- Advanced knowledge of current and evolving trends in individual giving
- Experience working in a national/international, Chapter based organization is an asset
- Ability and willingness for some domestic travel as well as work some evenings and weekends
- Having worked with Microsoft Dynamics in the past is an asset
- Bilingualism an asset

If you are looking for an outstanding challenge, working with a great team, then what are you waiting for? [Apply now!](#)