



**NEW  
CANADIANS  
CENTRE**  
PETERBOROUGH

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## NEW CANADIANS CENTRE PETERBOROUGH

<p><b>Position Description:</b> Director of Fundraising and Communications</p> <p><b>NOC:</b> 00013 Senior Managers health, education, social and community services and membership organizations</p>	<p><b>Posting Date:</b> October 8, 2024</p> <p><b>Closing Date:</b> Open until position is filled</p>
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**Hours:** 35 hours per week  
**Wage:** \$38.55 to \$49.03 per hour  
**Start date:** As soon as possible  
**Location:** Peterborough, Ontario  
**Reports to:** Executive Director  
**Terms of Employment:** Full time, Permanent position  
**EHB and pension:** Extended Health Benefits after probation; Defined Contribution Pension Plan after 12 months of continuous service

### APPLICATION INSTRUCTIONS:

Applications must include a cover letter and resume. It will be appreciated to receive cover letter and resume as one PDF file attached to the email.

Applications must be emailed to [recruitment@nccpeterborough.ca](mailto:recruitment@nccpeterborough.ca). Applications will ONLY be accepted if received as directed.

Thank you for your interest. Please note that only those selected for an interview will be contacted.

### Position Overview:

The New Canadians Centre Peterborough (NCC) is a non-profit charitable organization dedicated to supporting immigrants and refugees in the Peterborough, Kawartha Lakes, Haliburton and Northumberland regions. We strive to empower immigrants and refugees to become full and equal members of Canadian society and to provide community leadership to ensure cultural integration in a welcoming community.

The Director of Fundraising and Communications provides strategic leadership of the organisation's fundraising & communications, including development of fundraising and communications strategies, in collaboration with the Executive Team and Board of Directors.

The Director oversees all fundraising activities and plays a lead role in recruitment and stewardship of major and corporate donors. The Director guides the external communications of the organization to achieve fundraising objectives and foster a welcoming and inclusive community. The Director of Fundraising and Communications is part of the Executive Team of NCC and works closely with the ED and other Directors to provide strategic leadership and ensure the success of the organization.

### **Duties & Responsibilities:**

#### **Fund Development**

- In collaboration with the Executive Director, create and direct the NCC's overall strategy for fund development (fundraising)
- Monitor implementation of fund development strategies and objectives, create and analyse reports using fundraising data, and provide guidance to Fund Development staff and contractors
- Oversee and approve annual fundraising campaigns and related content
- Lead the recruitment and ongoing stewardship of major and corporate donors
- Develop and oversee timelines for various fundraising activities to ensure implementation of the fundraising plan is carried out in a timely manner
- Support the staff and Board of Directors in gaining an understanding of their role in fund development, donor stewardship and ethical fundraising practices.
- Establish and support a Fundraising Committee consisting of board members and other volunteers.
- Engage with staff across the organization to develop the Case(s) for Support
- Ensure strong and consistent donor data management
- Ensure all fundraising activities are conducted in accordance with: ethical fundraising principles; CRA standards; public relations codes of professional ethics, standards, and practices; privacy regulations; NCC internal policies and procedures; and, relevant laws
- Support and work with the Executive Team, Board of Directors, committee members and other staff to identify, cultivate, steward and recognize relationships with key partners and major donors in a timely and meaningful way
- Monitor trends in the community or region and adapt fundraising strategies as necessary
- Recommend budget allocations to ensure necessary resources to achieve fundraising goals
- Develop and oversee the use of tools and techniques to monitor and evaluate success, including leveraging the donor management system

#### **Communications**

- Provide strategic direction to the NCC's overall external communications, including development of an annual communications strategy and overseeing its implementation
- Direct and approve production and dissemination of communications content including social media and website, annual reports, gratitude reports, and fundraising campaigns
- With the Executive Director and Board of Directors, manage the NCC's overall branding and voice and ensure it is consistently represented in external communications

- With the Executive Director, manage media relations in accordance with the Media Relations Policy and act as spokesperson or media contact
- Collaborate with the Director of Community Development and Manager of Community Development to provide leadership internally and externally towards communicating the experiences and contributions of newcomers and refugees
- Collaborate with Directors and Managers to ensure that external communications effectively support the organization's client programs & services as well as the organization's community development and public education objectives

#### **Administration**

- With the Executive Team and Board participate in establishing strategic objectives for the organization and providing organizational leadership
- Support the Board of Directors and Executive Director in fulfilling all staffing requirements and perform monitoring and evaluation of staff, including recruitment, selection, hiring and retention
- Support the Executive Team in overseeing the planning, organization, direction and evaluation of the organization's programs and budgets
- As outlined in the Executive Director Emergency Replacement & Succession Policy, serve as Acting Executive Director at the request of the Board of Directors.

#### **Staff Supervision**

- Directly supervise staff in the department of fundraising and communication
- Ensure all supervised staff receive proper training, ongoing supervision, professional development opportunities, and annual appraisals

#### **General Responsibilities**

- Support the mandate of the New Canadians Centre
- Assist in organizing and/or participate in NCC events and activities including the AGM and Canada Day
- Complete documentation such as expense reports and timesheets in a complete timely fashion
- Create and maintain a Position-Specific Manual
- Other duties as required

#### **Qualifications and Experience:**

- Post-secondary education in Marketing and Communications, Public Administration, Business or related fields and/or the equivalent combination of education and experience, is required
- 5+ years of progressive experience with fundraising in a non-profit or public sector setting is required, including specific fundraising knowledge and experience relating to:
  - Stewardship of relationships with major donors and corporate donors
  - Developing and executing strategies and events
  - Building strong community relationships and networking with donors and supporters
  - Experience with data systems and leveraging data to support solicitation and campaign activities (i.e., CRM or database)
- 5+ years of progressive experience working in communications is required, including knowledge and experience related to:
  - Media relations
  - Development and execution of communications strategies

- Implementation and/or oversight of day-to-day communications activities
- 5+ years of organizational leadership experience, including supervision of staff, is required
- Certified Fund Raising Executive (CFRE) designation or equivalent training is an asset
- Experience with community development and public education is an asset
- Lived experience as a newcomer to Canada or as a member of a marginalized group, as voluntarily self-identified, is viewed favourably.

### Competencies

- Excellent English written and verbal communication skills applicable to a multicultural setting is required
- Knowledge of professional fundraising practices and ethical standards
- Fluency in other languages is an asset
- Understanding and emotional empathy for the struggles immigrants and refugees face in starting a new life in Canada/Peterborough
- Understanding of anti-oppressive language and concepts including power, privilege, intersectionality, and racism
- Excellent organizational and administrative skills, and proven ability to manage multiple priorities and deadlines.
- Ability to maintain a sense of urgency, efficiency, and flexibility
- Professional skills, demeanour, and work ethic
- Demonstrated ability to keep accurate records, write reports and meet deadlines
- Proficient in use of computers and Microsoft Office applications, including Microsoft Excel, and data management
- Experience with conflict resolution and mediation an asset
- Proficiency in more than one language is considered an asset
- Leadership competencies, including the following:
  - Communicate Effectively: Speak, listen, and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
  - Build Relationships: Establish and maintain positive working relationships with others both internally and externally to achieve the goals of the organization.
  - Focus on Client Needs: Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.
  - Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problem, and make decisions that enhance organizational effectiveness.
  - Lead: Positively influence others to achieve results that are in the best interest of the organization.
  - Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization
  - Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
  - Plan: Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.
  - Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

**Other**

- Current Criminal Reference check with vulnerable sector screening
- Ability to work flexible hours, including some weekends and evenings
- Ability and willingness to travel to related seminars, conferences, training, meetings, etc.
- Valid Ontario Class G Driver's License, and access to a vehicle is an asset

Thank you for your interest. Please note that only those selected for an interview will be contacted.

*The NCC strives to be an equal opportunity employer.  
We encourage applicants from diverse backgrounds.*

*Any information obtained during the course of recruitment will be used for employment recruitment purposes only, and not for any other purpose.*

*Accommodation will be provided in all parts of the hiring process as required under the NCC's Accessible Customer Service Policy. Applicants will need to make their needs known in advance.*

*The NCC is an advocate for equity and is committed to ensuring representation in its staff team. We welcome applications from members of immigrant and refugee communities, people of colour, women, Indigenous peoples, persons with disabilities, persons of minority sexual orientations and gender identities, and others with the skills and knowledge to productively engage with diverse communities.*