



ROLE DESCRIPTION

Title: Director of Development and Communications

Reports to: Chief Executive Officer

Current Department: 7 Fundraising Staff and 2 Communications Staff

Location: 240 McCaul Street, Toronto, ON

Compensation Range: \$115,000-\$125,000 + compensation package

About RMHC Toronto

<https://www.rmhctoronto.ca>

Ronald McDonald House Charities Toronto (RMHC Toronto) is an independent charity, operated by staff and volunteers and governed by a volunteer Board of Directors. RMHC Toronto supports seriously ill children in staying close to their families and their treatment facilities.

RMHC Toronto is the first and largest House in Canada, serving 4,367 families in 2016. RMHC Toronto houses 81 families in downtown Toronto and has 7 Family Rooms within 5 hospitals in Sudbury and across the Greater Toronto Area. The House and Family Rooms keeps families close in unique and complimentary ways.

RMHC Toronto Mission

To provide a "home away from home" for seriously ill children and their families to heal better together

RMHC Toronto Vision

To be a leader in providing a family-focused environment and innovative support services to seriously ill children and their families

Position Summary

The Director of Development and Communications is envisioned as an organizational leader to stimulate and sustain high performance. The key objectives in this role are to:

- set and achieve strategic priorities related to increasing fundraising revenues
- protect the brand
- oversee a strategic communications portfolio
- develop and manage budgets based on analytics

The successful candidate will be responsible for creating and executing a fundraising strategy that diversifies, optimizes and increases revenue streams. The Director of Development and Communications will oversee the implementation of communications and marketing plans that underpin and fulfil fundraising strategies, mobilize broad-based support and increase awareness of the organization, its mission and operations.

The number of families requiring the services of RMHC Toronto is growing. To meet current and future needs, a proven track record of successful fundraising, meeting or exceeding annual and medium term strategic growth objectives and Capital Campaign experience, is preferred.

This position works closely with the Chief Executive Officer, the Directors of Programs and Operations, the Director of Finance and other Department Managers and Volunteer Committees.

Position Description

Key Responsibilities

- Formulate a cohesive and supportive group by contributing motivational leadership to the Development and Communications team
- Improve performance by identifying new and growing existing revenue streams best poised for growth, optimizing the ROI of these streams and maintaining efficiency within the existing development and communication programs
- Create supportive and synergic relationships within the organization
- Establish effective relationships with key donors, partners, and supporters using external engagement strategies

Fundraising - 70% of role

- Develop a comprehensive fundraising strategy that delivers on the overall strategic plan and escalates revenue growth in all fundraising channels
- Establish and execute an implementation plan that is phased and segmented to reach mutually agreed fundraising goals over a three to five-year period
- Ensure cost ratios are in alignment with mutually agreed metrics by developing and implementing a prudent system to support overall goals
- Achieve fundraising goals through managing Development Staff, relationships with the Board of Directors and Volunteer Committees to amplify their capabilities
- Use predictive analytics software as an aid to accomplish goals (RMHC Toronto recently adopted the use of Alteryx)
- Analyze, compile and report routinely to the CEO, the Board and the Development/Communications Committee on key performance metrics related to overall program performance portfolio

Communications – 15%

- Oversee a comprehensive communications plan for internal and external audiences in order to increase understanding, collaboration and to instil/raise awareness of the impact and activities of RMHC Toronto in order to drive revenue growth
- Boost RMHC Toronto as a key partner in the healthcare field through launching advanced research messaging using various communication strategies
- Initiate partnership and donor expansions and mobilize support for RMHC Toronto through the creation and execution of effective and targeted marketing strategies
- Expand, develop and execute a digital marketing strategy
- Represent RMHC Toronto as a spokesperson, as needed
- Develop reports/analytics and respond to requests from RMHC Global, RMHC Canada, other RMH organizations and stakeholders, as required

Management/Administration – 15%

- Encourage high performance and engagement by developing and implementing specific development plans for the Development/Communications team members.
- Develop performance objectives and targets for Department Staff (currently 7 Fundraising Staff and 2 Communications), providing the leadership, coaching and resources to support achievement of specific goals
- Apply relevant expertise to oversee the training and development programs secured for volunteers, engaging community resources if needed

- Collaborate with Development Staff or utilize expert resources, as required, to develop revenue and modify expense budgets and projections for development, communications and marketing portfolio
- Produce routine forecast and variance reports by monitoring and reporting on approved budget adherences
- Ensure initiatives and activities are in compliance with the practices and policies of RMHC Toronto
- Protect the privacy and confidentiality of prospects and donors

Individual Specifications

Knowledge, Skills and Experience

- University degree or equivalent professional experience
- Minimum of 10 years broad based revenue development experience Strategic marketing/brand development experience
- 10 years minimum experience in staff management/leadership roles with a history of building high performing cross-functional teams to achieve top results
- Demonstrated experience in identifying, securing and stewarding major gifts of \$100K or more
- Ability to expand existing relationships and gifts
- Experience in raising funds through corporations, foundations, sponsorships, events, individual and planned giving
- Superior brand development and strategic planning experience in developing and executing multi-year development programs
- Superior written and verbal communication skills
- Confident communicator/ presenter who is comfortable at all levels of business
- Solid skills and experience in digital marketing platforms
- Capacity to analyze and interpret trends and results
- High level of proficiency in technology – Microsoft Office and databases, such as Raiser’s Edge NXT
- Certified Fundraising Executive (CFRE) (preferred)

Seeking a Candidate that actively supports our key values

- Our core is compassion
- We acknowledge that our volunteers and staff are valued assets
- We celebrate the diversity of our people and our programs
- We operate with accountability and transparency

APPLY TO: recruitment@charitycareerscanada.com