



**Ronald McDonald
House Charities®**
Newfoundland & Labrador

Keeping families close

Ronald McDonald House Charities® Newfoundland and Labrador **Director of Development and Communications**

Ronald McDonald House Charities® Newfoundland and Labrador (RMHC NL) is located in St. John's, near the Janeway Children's Hospital. Ronald McDonald House offers accommodations to sick or injured children and their families who must travel to St. John's for medical reasons. Operated by a small staff and supported by dedicated volunteers, we seek the services of a **Director of Development and Communications**

This position is unique - a career with real meaning and sense of purpose. If you are someone driven by the need to work for a place with purpose and make a difference in the lives of sick children every day, this position is for you.

The **Director of Development and Communications** will collaborate to create and execute the fundraising and communication strategies for RMHC NL to mobilize broad-based support, and increase awareness of the organization, its mission, and operations.

This role is accountable for achieving fundraising goals within a portfolio of community/corporate/signature events, donors of all levels, including major gifts, and other fundraising sources utilizing year-round strategies designed to build and maintain superior relationships, cultivate donors, and engage volunteers in the work of RMHC NL in order to meet and exceed measurable revenue goals.

Reporting to and working closely with the **Executive Director**, the **Director of Development and Communications** key responsibilities include:

Development

- Lead, engage, develop, and manage the Development team. Provide timely feedback, coaching and training.
- Create and execute a fundraising strategy that diversifies and optimizes revenue growth in all fundraising channels in preparation for operating budget increases.
- Establish and maintain effective working relationships with key internal and external stakeholders including community partners, donors, and supporters, healthcare partners, RMHC Canada, RMHC Global, and other RMHC chapters,
- Compile, analyze and report on key performance metrics related to portfolio performance and produce forecast and variance reports based on approved budget.
- Provide regular reporting and respond to requests for information from internal stakeholders, RMHC Canada, RMHC Global and other stakeholders.
- Lead and direct the research, development and implementation of new innovative fundraising strategies that align with the strategic plan and vision.

Communication

- Lead communications to construct and implement communications and marketing plans that fulfill fundraising strategies, mobilize broad base support, and increase awareness of RMHC NL
- Work with the team in providing comprehensive communications support for our various fundraising programs. Develop strategies to effectively communicate the mission and goals of each initiative.
- Oversee all media relations activities. This includes working with the team to write press releases, public service announcements, and organizing press conferences and media opportunities. Plan and execute funding announcements to ensure maximum media coverage.

- Oversee the management of the website and social media channels, ensuring they are comprehensive, engaging and reflective of the brand. Develop and implement strategies to maintain meaningful awareness.
- Create and write captivating stories for a variety of communications materials, including direct mail, information packages, and email campaigns. Lead the development and production of the annual report publication.

Knowledge, Skills and Abilities

- Strong leadership skills, including the ability to generate new revenue and relationships, coach, develop, empower and mentor staff and volunteers.
- Brand development and strategic planning skills with the ability to develop and execute multi-year development programs.
- Knowledge of CRA regulations for charities.
- Strong ability to raise funds through corporations, foundations, sponsorships, events, individual and planned giving, and to expand existing relationships and gifts.
- Proven success in managing or supporting the management of departmental budgets.
- Strong project management skills with the ability to translate strategy into actionable plans.
- Strong analytical, problem-solving, prioritization and organizational skills to interpret trends and results, creatively solve time sensitive issues, and manage multiple deliverables while adapting to changing priorities.
- Excellent verbal and written communication skills, with the ability to effectively present and clarify concerns and concepts to various audiences at all levels.
- Exemplary collaboration and interpersonal skills with a demonstrated ability to build consensus and develop and maintain relationships.
- High proficiency in technology including Microsoft Office, databases (such as Raiser's Edge NXT, Donor Perfect). Digital marketing platforms design software, publisher and online fundraising platforms.

Education & Experience

- College diploma in Fundraising, Marketing, Business Management, or related field; bachelor's degree preferred.
- Minimum 5 years' experience in fundraising and the not-for-profit sector; at least 2 years leadership experience with broad based revenue and leading a team; at least 2 years experience, ideally in leadership, in communications and brand development. A combination of experience and education will also be considered.
- Certified Fundraising Executive (CFRE) an asset.

If this role is for you, please tell us why! Please email a resume and cover letter in confidence to careers@rmhcnl.ca. Salary range \$68,400- \$83,600 which is commensurate with non-profit industry standards and appropriate for a charitable organization of our size. Applications should be received by Wednesday, Dec 18, 2024, 5:00 pm. We thank all applicants for their interest. Only those persons to be interviewed will be contacted. Additional information may be found on website www.RMHCNL.ca