



FUNDRAISING AND COMMUNICATIONS OFFICER

Work with a caring, professional team and help make a difference in the lives of others.

Villa Cathay Care Home (Villa Cathay) is a non-profit long-term care home. We are committed to providing the highest quality, individualized and professional care to seniors. By creating a safe, warm, and culturally focused Home, our elderly residents and their families find comfort, respect, and dignity. Our interdisciplinary team of professionals provide respectful, loving care that honors seniors.

If you have a proven track record of creating and delivering engaging marketing and communications through digital and traditional media that met fundraising and organizational goal, and if you also have experience with implementing fundraising, stewardship and recognition programs, please join us!

What you'll do

Reporting to the Director of Donor and Community Engagement, the Fundraising and Communications Officer is a key contributor to the success of Villa Cathay's communications, fundraising and donor engagement programs.

Key Roles and Responsibilities:

- Assists with the development and implementation of the organization's communication plan and fundraising strategies.
- Assists in designing, executing, and optimizing annual multi-channelled direct response campaigns (direct mail, on-line giving, social media and events).
- Supports the planning and the execution of signature events, third party fundraising events, donor cultivation/recognition activities and stewardship programs.
- Writes and/or edits communications content for distribution through all channels, including website, blogs, newsletters, direct mail, social media, and regular communiques to families and staff.
- Oversees the design, editing, and production of campaign and stewardship materials including accountability reports, donor recognition materials, acknowledgments and mailings, annual reports, donor impact reports, and social media posts.
- Identifies sources and prepares sponsorship proposals or funding applications to government, corporations, foundations and granting agencies.
- Works with donors to proactively provide exceptional service and identify mutually beneficial solutions.
- Responsibilities occasionally require an adjusted work schedule, overtime, and evening/weekend work.
- Individual in this role may be expected to take on additional duties to respond to organizational needs.

What you bring

Education and Experience

- Undergraduate degree or related post-secondary diploma or equivalent or a combination of education, training, and experience.
- Minimum four years' experience working in a development role in a non-profit organization, ideally within the health or social services sector.
- Experience in developing and implementing communications and marketing initiatives that support fundraising and development.
- Demonstrated successes in fundraising (\$50,000 and above).

Knowledge and Skills

- Knowledge of current trends and best practices in communication outreach using different channels such as direct mail or digital engagement.
- Knowledge of best practices in fundraising and comply with relevant Canada Revenue Agency regulations and Association of Fundraising Professionals standards and guidelines.
- Superior writing and editing skills with the ability to craft precise content for target audiences.
- Demonstrated ability to meet deadlines and manage multiple projects.
- Excellent decision-making and problem-solving skills.
- Strong interpersonal skills and ability to effectively collaborate with diverse stakeholders.
- Demonstrate high standards of professionalism, confidentiality, sensitivity, and integrity.
- Ability to supervise the work of volunteers and contractors.
- Strong working knowledge of Microsoft Office Suite, Adobe Creative Suite, DonorPerfect, social media and peer-to-peer platforms, and graphic design programs.
- Ability to read, write and speak Chinese is an asset.

About the Benefits

- Competitive compensation based on qualifications and experience, with Extended Health and a Pension Plan
- Vacation and paid sick days
- Professional development opportunity
- Flexible work hours
- A support team environment
- And more!

Additional Information:

- Able to demonstrate a clear criminal record to work with vulnerable adults.
- Ability to work occasional weekends or evenings.

Successful applicants may be required to complete a Criminal Records Review Check.

As per the current Public Health Orders, all employees working in long term care homes are required to be fully vaccinated for COVID-19. Proof of vaccination status will be required.

How to Apply

To apply, or for any inquiries, please email us at: hr@villacathay.ca and put "Manager, Human Resources" in the email subject line.

Application Deadline: Open until filled