



Œuvre des Manoirs
Ronald McDonald
House Charities[®]
Ottawa

Keeping Families Close[™]
Garder les familles ensemble

Position Profile: Campaign Director

Ronald McDonald House Charities Ottawa (RMHCO)

Since 1984, Ronald McDonald House Charities Ottawa (RMHCO) has provided a safe, inclusive, and compassionate place for families to call 'home'. Providing the comforts of home to out-of-town families whose children are seeking treatment at the Children's Hospital of Eastern Ontario (CHEO) allows them to focus on their child's health and removes the financial burden and the commute they would otherwise incur. RMHCO also operates two Family Rooms within the hospital, providing all families a space to rest and recover, as well as access to the comforts of home while spending long days in the hospital. These Family Rooms are used primarily by families who reside in Ottawa.

RMHCO operates independently and works closely with the greater Ronald McDonald House Charities network (across Canada and globally). Our House can currently accommodate 14 families at a time. Our staff complement is 8 and we have 92 amazing volunteers who help with operations. Our annual operating revenue is a little over \$1 million. We have firm plans to significantly expand the House and fundraising capacity over the next few years. This is an exciting time to be joining our organization.

Job Purpose:

Reporting to the CEO, the Campaign Director is a full-time position. The primary responsibilities are to execute all aspects of the major gifts program and capital campaign, ensure data is captured accurately, and individualized strategies are created and executed for the organization's portfolio of major donors. This includes day-to-day details of campaign implementation, arrangements and notification for meetings, campaign correspondence, monitoring gift and pledge records and conducting prospect research, as well as being the lead in database administration. This position will work directly with the campaign consultants. Additional responsibilities will include managing the organization's Planned Giving program.

Key Responsibilities:

Major Gifts (with Planned Giving)

- In conjunction with the CEO, build a foundation of major donors for RMHCO, focusing on outreach to new prospects (individual/corporations/foundations and organizations), grant applications, online applications, etc.
- Develop and execute strategies for RMHCO's portfolio of campaign and annual major donors/prospects.
- Conduct detailed donor research on current/prospective donors.

- Work closely with other staff to manage relevant donor information and ensure its accuracy in the database.
- Develop and manage an annual budget for Major Gifts and Planned Giving.
- Working with the Annual Giving Office, volunteer fundraisers and CEO, manage and execute the Planned Giving program.

Capital Campaign(s)

- Schedule, attend and support all Capital Campaign Management Team and Steering Committee meetings.
- Prepare all dashboards, lists and reports concerning campaign prospects.
- Manage and maintain database records with cultivation activity, solicitations, contact reports and all other activity related to campaign prospects.
- Produce capital campaign packages for prospects with supporting documentation and follow-up correspondence.
- Produce campaign correspondence including letters of acknowledgment.
- Monitor database records regarding campaign gifts and pledges including payment schedules, invoices, and the production of pledge reminders for outstanding pledge balances.
- Prepare reports and analyses for the Campaign consultants, CEO and Board of Directors on campaign performance and budget.
- Together with the CEO and Campaign consultants, manage the capital campaign budget.
- Handle any incidental details related to the campaign as specified by the CEO.
- Once restrictions permit, develop and execute strategic events for campaign prospects. Manage post-event activities including stewardship and evaluating successes and challenges.

Data Management

- Serve as point person for RMHCO staff working in Raiser's Edge, including providing the appropriate training, creating dashboards, reports, lists, and overseeing database privileges.
- Oversee and document stewardship processes for campaign donors in collaboration with the CEO and other team members, ensuring accuracy and providing necessary information to Board, committees, and staff.

Leadership:

- Promote a positive image of the House through leadership, communications, behaviour, and attitude.
- Manage a growing team of development staff.
- Contribute to the successful implementation of the strategic plan and annual operational plan.
- Work cooperatively and effectively with members of the staff and volunteer teams to advance the mission in a collaborative, integrated manner.
- Provide oversight and mentorship to the database associate.
- Assists the CEO as needed, and performs all other duties as assigned.

Core Competencies:

- **Communication Excellence**

Excellent written and verbal communication skills. Ability to communicate and collaborate effectively and appropriately with staff, donors, volunteers, prospects.

- **Relationship Management**

A commitment to build and maintain a positive rapport with internal and external stakeholders. Recognition of the role that donors, partners, and colleagues all play in the success of RMHCO and RMHC Canada.

- **Leadership**

Engage and inspire others to help accomplish team and organizational goals. Maintain professionalism under pressure. Model the RMHC core values.

Requirements:

- Passion for the mission of RMHC Ottawa.
- Post-secondary degree or diploma in Fundraising or a related field.
- Five to seven years' experience in campaign management, major gift fundraising and a concrete understanding of moves management.
- At least five years of advanced fundraising is required, as well as database management. Work with Blackbaud's Raiser's Edge product is required; advanced knowledge of queries, reports, dashboards, imports/exports, and lists is required.
- Knowledge of prospect research process.
- Excellent problem-solving and decision-making skills and sound judgment.
- Must be a self-starter, organized, have strong attention to detail, and be able to accept direction and work independently.
- Dependable, flexible, and resourceful with excellent team and interpersonal skills.
- Must maintain utmost discretion regarding donor confidentiality and privacy.
- Advanced knowledge of Microsoft Office is required.
- Pre-employment Criminal Records Check and Child Abuse Registry Check are required.

Application Process: Applications will be accepted until July 31st, 2021. If you wish to apply, please submit your resume and cover letter by email to careers@rmhottawa.com. Although we appreciate the interest of all candidates, only those invited for an interview will be contacted. RMHCO is committed to offering reasonable accommodations to job applicants with disabilities. If you require accessibility accommodations to participate in the recruitment process for the above position, please state required accessibility accommodations with your email application.