

**Title :** Senior Manager, Transformational Giving

**Employee Working Location :** Remote/Virtual (Canada)

**Employment status :** Permanent Full-time

**Salary Band :** \$72,186 - \$105,272 / year

The Canadian Red Cross (CRC) – one of the most inspirational not-for-profit organizations on this planet and an awardee on the Forbes list of **Canada’s Best Employers 2024** - is seeking a Senior Manager, Transformational Giving to join its team.

We are guided by our Fundamental Principles of humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. We help people and communities in Canada and around the world in times of need and support them in strengthening their resilience.

Starting with the hiring process, we are committed to having an accessible, diverse, inclusive, and barrier-free work environment where everyone can reach their full potential. We encourage all qualified persons who share our values and want to contribute to fostering an inclusive and diverse workplace to apply.

The incumbent will work in collaboration with the Senior Director, Campaigns, Major Gifts and Planned Giving, the bilingual incumbent will work as a member of the national Philanthropy team and support the development and implementation of a strategy focused on working with donors supporting domestic and international humanitarian work to secure transformational gifts. The incumbent will develop and grow a portfolio of high-value complex transformational gifts from prospects who have the capacity to make \$1M or more gifts and will support the overall strategy for Transformational Donors across all channels.

The incumbent is accountable for building relationships with key stakeholders and securing philanthropic commitments from a personal portfolio of donors at the \$250,000 and greater gift level. As an integral member of the Philanthropy team, the Senior Manager will work collaboratively with a group of professionals representing all facets of fundraising (major giving, planned giving, corporate partnerships, community engagement, direct marketing) and provincial colleagues and leaders to achieve the Canadian Red Cross’ goals in support of our mission.

**In this role, you will:**

<b>Responsibility Fundraising</b>	<b>1:</b>	<b>Transformational</b>	<b>Gift</b>
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- Manages and coordinates strategic transformational giving activity, with a strong focus on new revenue generation, develops and maintains a pipeline and portfolio of individual and family foundation donors and prospects capable of making gift of \$250,000 and more.
- Active in response to national and international disaster relief appeals. Ensures the implementation of corporate activities during times of disaster or crisis.
- Personally conducts (virtual and in-person), cultivation meetings, solicitation calls and stewardship activities.
- Develops and implements detailed cultivation, solicitation and stewardship strategies and executes plans for each donor prospect.
- Strategically involves and supports senior leaders and executives in cultivating, soliciting, and stewardship of Transformational Gift and Campaign donors.
- Identifies, recruits, onboards and supports senior volunteer solicitors in the cultivation, solicitation and stewardship of Transformational Gift and Campaign donors.
- Plays a key role in working with volunteers, colleagues, and program staff to identify, cultivate, solicit and steward new Transformational Gift and Campaign prospects.
- In collaboration with the Donor Experience team, develops engaging and impactful proposals and stewardship reports to support Transformational Gift acquisition and renewal.
- Works to identify and qualify new donor prospects.
- Strategically collaborates with Major Gift and Campaign relationship managers on joint cultivation, solicitation and stewardship activities.
- Efficiently captures strategies, plans, contact reports and moves management in UNITY (CRM database).
- Develops and manages a portfolio of domestic and international donors on behalf of Senior Leadership:
  - Manages donor relationships with Senior Leadership: provides briefing materials, meeting materials, call reports and supports proposals when assigned.
  - Prepares, writes and submits proposals, reports and other correspondence.
  - Researches prospective funders and maintains an active list for securing additional partners creating a portfolio/pipeline.
  - Schedules cultivation, solicitation and donor stewardship meetings.

- Maintains solicitation calendar to ensure that proposals and reports are submitted on time for Transformational donors.
- Works with Philanthropy and the wider organization to gather programmatic, statistical and financial information.
- Supports all recognition for transformational donors.

## **Responsibility 2: Financial and Operational Planning & Reporting**

- Supports the Senior Director, Campaigns, Major Gifts and Planned Giving, in developing annual revenue and expense budgets for Transformational Gifts by providing analysis and forecasts, ensuring that objectives and KPIs are met, and adjusting as needed.
- Supports the Senior Director, Campaigns, Major Gifts and Planned Giving in developing the Transformational Gift Operational Plan within a national philanthropy strategy framework.
- Ensures the delivery of an exemplary, donor-centric Transformational Gift Program.
- Provides input to regular analysis of the Transformational Gift pipeline to identify risks and opportunities.
- Work in collaboration with Philanthropy teams to support innovation in Transformational Gift fundraising.

## **Responsibility 3 : General Responsibilities**

- As a senior leader of the Philanthropy team, contributes to a One Red Cross approach to fundraising.
- Plays an active role in preparing the Society for fundraising during emergencies in Canada and around the world.
- Integrates volunteer resources within the scope of responsibilities.

## **What we are looking for:**

- The minimum qualifications for this job are a post-secondary education in Marketing, Communications or Administration or an equivalent combination of education and experience.
- Seven or more years of fundraising-related experience with preference given to a Transformational Gifts or Campaign fundraising background.
- Demonstrated expertise fundraising in the francophone community.

- Exemplary written and spoken bilingual (French and English) communication skills.
- Ability to develop and implement short and long-term strategies with donors.
- Superb interpersonal skills demonstrating a collaborative approach with a willingness to engage constructively with internal and external stakeholders.
- Outstanding organizational skills and the ability to coordinate multiple projects within tightly prescribed timelines.
- Self-directed, act with a clear sense of ownership and takes personal responsibility for decisions, actions, and failures.
- Strong planning, data and financial analysis skills.
- Demonstrated experience embedding diversity, inclusion and belonging practices in work.
- Natural curiosity and drive to investigate and resolve issues.
- Knowledge of philanthropy practices and familiarity with donor-centred fundraising with a strong desire to improve the donor experience.
- Experience and commitment to excellence in customer service in supporting partners, volunteers and donors.
- Discretion with sensitive and highly confidential information.
- Strong commitment to skills development and learning.
- High proficiency with Microsoft Office Suite and experience with fundraising software, preferably Blackbaud products.
- Ability to demonstrate tact, diplomacy, and confidentiality.

### **Working conditions:**

- This incumbent will work from home full-time, with flexible shared workspaces available when required.
- This position may require non-traditional hours to execute events, meet the needs of donors and volunteers and during times of disaster or appeal.
- A current driver's license and the use of a car are necessary.
- Travel throughout the community, province and country is occasionally needed.
- Eligibility to work in Canada: At this time, we welcome applications from candidates eligible to work in Canada. If you are not a citizen or permanent resident of Canada, we encourage you to carefully review your visa to find out whether you

are eligible to work in the job you are considering applying for. Refer to our FAQ for more information.

- If you are selected for this role, you will be required to complete a successful pre-employment screening process which includes a satisfactory Enhanced Police Information Check (E-PIC).

Qualified applicants are encouraged to apply as soon as possible - those who apply after the selection process has started may be held for a second review if needed OR reviewed for alternative roles. We appreciate the time and effort it takes to apply and thank you in advance.

If you require accommodation measures during any phase of the hiring process, please notify us as soon as possible. All information received in relation to accommodation requests will be kept confidential.

**CLICK HERE TO APPLY :** [Position Description \(taleo.net\)](#)