



## Job Description

### Philanthropy and Engagement Director

#### Position Summary

---

The Director of Philanthropy and Engagement will lead the development and execution of a comprehensive strategy to increase philanthropic support, build corporate partnerships, engage volunteers, and manage key stakeholder relationships. With a focus on achieving measurable results and building long-term relationships, this position offers an exciting opportunity for an individual committed to making a meaningful impact. This role requires a strategic, analytical thinker with strong experience in multi-channel marketing, corporate partnerships, technology integration, and volunteer recruitment. The Director will lead a small remote team, drive results through data analysis, and create meaningful connections with donors, volunteers, and corporate partners.

Reporting to the Executive Director, the Philanthropy and Engagement Director is responsible for leading the strategy and implementation of philanthropic initiatives and engagement activities. This includes developing and executing comprehensive fundraising strategies, fostering relationships with donors, stakeholders, and community members, and ensuring the successful growth of the organization's philanthropic support, a role that is crucial in achieving the organization's mission.

#### About Mercy Ships

Mercy Ships Canada is a registered Canadian charity and governed by a Board of Directors who are volunteers. We are part of leading NGO called Mercy Ships International that provides free surgeries and medical education, training and advocacy in Africa using hospital ships. Each year more than 1,500 volunteers from around the world join Mercy Ships to donate their time and skills. Mercy Ships follows the model of Jesus and seeks to love and serve those in need, be people of integrity, and be people of excellence in all that we say and do.

Mercy Ships Canada supports surgical and medical training projects that align with the global organization's core values and goals. We also support our Canadian volunteers who donate their time and talents to the organization's international work.

#### Accountabilities

---

##### Team Leadership

- Lead, motivate, manage and mentor a small remote team, providing mentorship, support, and professional development opportunities. Foster collaboration with internal teams to ensure alignment of philanthropic goals and engagement efforts across the organization.
- Establish clear team goals, provide guidance, and assess team performance to ensure a high level of accountability and achievement.
- Work with marketing and communications teams to produce donor-facing materials, digital campaigns, and outreach strategies.

##### Philanthropy Strategy Development & Execution

- Develop and implement a robust strategy to grow philanthropic giving, focusing on individual donations, corporate partnerships, and institutional funding.

- Use data and insights to tailor engagement strategies, identifying opportunities to increase donor retention and acquisition.
- Monitor fundraising performance and evaluate the effectiveness of campaigns and strategies to ensure ongoing improvement.
- Develop and implement short- and long-term fundraising strategies to meet organizational financial goals.
- Develop and manage annual giving programs, capital campaigns, and planned giving efforts.
- Establish and track fundraising goals, ensuring alignment with organizational needs.

#### **Donor Relations & Stewardship**

- Build and sustain meaningful relationships with current and prospective donors, ensuring a high level of engagement.
- Lead efforts in identifying, cultivating, and soliciting gifts, sponsorships, and grants from individuals, foundations, and corporations.
- Design personalized engagement plans for major donors, ensuring sustained involvement and increased giving.
- Coordinate donor recognition programs, acknowledgment events, and stewardship activities.
- Provide regular updates to donors about the impact of their contributions and organizational progress.

#### **Corporate & Strategic Partnerships**

- Identify, develop, and cultivate strategic corporate partnerships, aligning them with the organization's philanthropic goals and values.
- Oversee corporate sponsorships, cause marketing initiatives, employee giving programs, and strategic partnerships to enhance organizational impact.
- Build strong relationships with corporate partners, ensuring they derive value from their involvement and meet their corporate social responsibility (CSR) goals.
- Identify and cultivate new sources of funding through grants, corporate sponsorships, and strategic partnerships.
- Oversee the preparation and submission of grant proposals, ensuring compliance with donor requirements.
- Build long-term relationships with key funding organizations and foundations.

#### **Multi-Channel Marketing & Communications**

- Lead the creation and execution of integrated marketing campaigns across earned media, digital, (social media, digital ads, website), direct mail and other channels) to engage donors and supporters.
- Develop and distribute compelling content that demonstrates the impact of donations, fostering a deeper connection with supporters.
- Ensure communications are aligned with the organization's mission and brand voice to maximize engagement across diverse audiences.
- Work with cross-functional teams to identify volunteer needs across various programs and initiatives, ensuring volunteer crew recruitment goals for the organization are met.

#### **Technology Integration, Data Analytics, Analysis and Reporting**

- Regularly monitor fundraising performance and adjust strategies as needed to meet goals.
- Track donor contributions and ensure compliance with internal reporting policies.

- Prepare regular reports on fundraising performance, volunteer engagement, stakeholder relationships, and overall impact for senior leadership and board members.
- Provide strategic insights into areas of improvement and new opportunities for growth in engagement, fundraising, and volunteer involvement.
- Leverage CRM, fundraising platforms, and other digital tools to enhance donor engagement, improve volunteer management, and streamline communications.
- Use data analytics to assess campaign performance, volunteer impact, and donor behaviors, making data-driven decisions to refine strategies and optimize results.
- Stay informed about emerging technologies to incorporate into fundraising and engagement efforts, ensuring the organization remains innovative and effective.

## **Education, Qualifications & Experience**

---

### **Education**

- Bachelor's degree in Nonprofit Management, Business, Communications, or related field.
- Certified Fund Raising Executive (CFRE) certification preferred.

### **Experience**

- Minimum of 5-7 years in philanthropy, fundraising, or community engagement, with a proven track record in major gifts, grants, and corporations.
- Strong understanding of donor relations, stewardship, grant writing, and event planning.
- Experience in team management and working with senior leadership and board members.
- Familiarity with fundraising software, donor CRM systems, and data analysis tools.
- Experience in nonprofit marketing, corporate social responsibility (CSR), or volunteer program management.
- Familiarity with fundraising analytics, donor management software, and social media engagement tools.

### **Skills**

- Excellent communication and interpersonal skills, with the ability to build relationships with diverse stakeholders.
- Exceptional organizational and time-management skills.
- Strategic thinker with a creative approach to donor engagement and fundraising.
- A passion for the organization's mission and a deep commitment to advancing its goals.

### **Preferred Attributes**

- Proven ability to successfully lead and manage large-scale fundraising campaigns.
- A strong professional network within the nonprofit and philanthropic sectors.
- In-depth knowledge of fundraising regulations and compliance requirements.
- Proficient in use of Microsoft Office 365 suite of products.

### **Alignment with Organizational Culture**

---

- Supportive of the mission and vision of Mercy Ships, and commitment to its core values and organizational culture.
- A demonstrated commitment to servant leadership, customer relations and the success of a cross-cultural team.
- Demonstrated consistent attention to detail, ability to prioritize work and to meet deadlines.
- Initiative, tact, and judgement in interactions with employees, external vendors, donors, and stakeholders.
- Excellent oral and written communication skills.
- Ability to think strategically and operationalize plans.
- Good organizational and time management skills.
- The ability to collaborate with coworkers, clients and suppliers
- Good analytical skills as well as solid business acumen
- Fluent in English, French considered an asset.
- Clean criminal record check.

### **Working Conditions**

---

- The position will be based remotely, ideally in the Montreal area or Southern Ontario.
- 40-hour work week; 8-hour shifts Monday to Friday with some flexibility to organize work schedule around the office hours of 8:00 and to 4:00 pm local time,.
- A benefits package is provided after the 90-day probationary period.
- Mercy Ships Canada working conditions are aligned with the *Employment Standards Act* or similar legislation in the province where the employee is located.