



## **Manager – Fundraising and Public Relations**

**Start date: July 17, 2017.**

**Location: 1280 Finch Ave West, North York, ON**

**One (1) Year Contract Position**

As a community-based service organization, Corbrook has been making an important contribution to the lives of people with disabilities and their families for more than sixty years. We pride ourselves in delivering our services using a person-directed philosophy and approach. As a Centre of Learning, we provide training & learning opportunities, employment preparation & placement, connections to employment, respite and supported community activities. We offer funded and fee-for-service programs at two campuses located in the East and West of Toronto.

### **POSITION SUMMARY**

The position is a part of Corbrook's senior management team and reports directly to the Executive Director. The Manager of Fundraising and Public Relations is responsible for planning and executing events; researching potential private donors and foundations and developing and managing Corbrook's public relations and communication strategy.

### **CORE COMPETENCIES**

- Relationship/ Network building and management
- Leading others
- Self-starter and takes initiative
- Flexible
- Excellent researcher
- Managing change
- Volunteer Management
- Strong understanding of financial planning and adherence to CRA rules and regulations
- Excellent knowledge of social media
- Sponsor coordination and management

### **RESPONSIBILITIES**

- Conceptualize, organize and facilitate fundraising opportunities
- Develop and implement an annual development work plan
- Coordinate, plan and execute Corbrook's special events geared towards raising funds
- Assist with supporting, coordinating and marketing /promotional activities at third party events



- Manage special events related activities including research and planning; budgeting and invoicing; sponsor coordination and management; supplier liaison and agreements; donations; production of collateral materials; volunteer recruitment and reporting
- Source and foster relationships with donors, sponsors, suppliers and volunteers
- Engage occasional donors into more regular giving. Ensure continuous follow up with donors
- Research potential foundations and other non-governmental grant opportunities.
- Develop, organize, implement and review fundraising initiatives such as capital campaigns; major gifts etc.
- Manage contact lists and charitable receipts using relevant fundraising database
- Attend relevant fundraising forums and community events to represent Corbrook
- Exhibit a thorough awareness and understanding of all fundraising and event activities

### **Communications and Marketing**

- Write and prepare annual report
- Write and prepare e-newsletters
- Write and prepare marketing brochures and event programs
- Prepare scripts for hosts, Executive Director and other speakers
- Coordinate messaging and activities on social media platforms
- Prepare measurement systems and reports
- Manage and oversee Corbrook's brand
- Coordinate and oversee outreach opportunities

### **Media Relations**

- Write press releases, advisories and background materials
- Develop and manage media lists
- Media monitoring and reporting

### **QUALIFICATIONS**

- Related post-secondary diploma or degree; certificate in Not For Profit Management; Fund Development; Event Planning or Volunteer management is an asset
- 3 to 5 years' experience in special event management, fundraising, marketing and communications
- Working knowledge of Raisers edge, SAGE or other fundraising data management
- Demonstrates initiative, drive and strong self-motivation abilities



- Strong writing skills with ability to write proposals, sponsorship agreements, letters, backgrounders and marketing and communication materials.

To apply for this position please forward your resume and cover letter to [HR@Corbrook.com](mailto:HR@Corbrook.com) Please indicate the position that you are applying for in the subject line.

Corbrook is committed to providing accommodations for people with disabilities. If you require an accommodation, we will work with you to meet your needs.