



Job Posting

Coordinator, Resource Development and Events

Founded in 1918, The Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health and addiction, CMHA helps people access the community resources they need to build resilience and support recovery from mental illness and/or addiction. CMHA BC engages volunteers in many different areas of interest and skill, from participation on our advisory committees, to community outreach and education. We are incredibly proud of the accomplishments of the staff and volunteers. In 2020, we helped amplify hundreds of voices and reached 15,000+ people as we advocated for changes to the Province's accessibility laws, and provided trusted mental health and substance use information through more than 4 million visits to our websites.

ABOUT THE JOB:

CMHA BC is looking for a Coordinator, Resource Development and Events to be a part of our close-knit fundraising team. You love talking to people, are comfortable discussing money and can get others excited about making an impact in their community through philanthropy. The role is responsible for individual donors and fundraising campaigns and it also supports the organization by assisting with planning and organization of major events. This position reports to the Director, Community Engagement and works closely with the Data Coordinator, Fundraising and the Coordinator, Resource Development and Events, Victoria and Program Manager, Victoria.

Duties and responsibilities

Specific Fundraising Duties:

- Responsible for growing and stewarding donations from individuals. As the staff lead for individual donors, this position helps develop an annual fundraising work plan with the rest of the team.
- Executing an annual calendar of donor acquisition and stewardship activities to meet targets.
- Responsible for growing and stewarding a Sustaining Donor Circle of monthly donors.
- Project lead for annual fundraising campaigns, ensuring that campaign planning, content development and execution across multiple channels is on schedule, and that evaluation metrics are measured, reported and analyzed.
- Setting up online work flows for donor stewardship.
- Providing the main point of contact for individual donor requests by phone and email, and occasionally participating in meetings and events with donors.
- Assisting with proposals and reports to existing and potential new donors.
- With the communications department, continuing to improve the donor focus of the organization's website, including conversion metrics, donation form optimization and site content.

Shared Department Duties

- Contributing to ongoing process improvement as part of a collaborative team.
- Participating in ongoing learning about charitable giving and donation trends.
- Supporting department-wide goals for donations including securities, planned gifts (bequests), employee & community group giving, third-party fundraising, corporate donations, sponsorships and foundation grants.
- Staying current with and adhering to CRA requirements, CMHA fundraising policies, Imagine Canada standards and CMHA's donation handling processes and procedures.

Event Duties:

- Assisting with planning, organization, registration and staffing of special events including fundraisers, workshops and conferences as required.
- Identifying and executing tasks as needed to deliver a successful event including, but not limited to, liaising with vendors/suppliers, coordinating logistics, delegating tasks to volunteers, promotion, registration and evaluation.
- If required, serving as the primary point of contact for communications about the conference/event.
- If required, supporting and engaging with event steering committee members, as appropriate, around content scope, direction, theme and agenda.
- If required, overseeing volunteer engagement (internal and external).

Administration:

- Maintaining donor and supporter contact lists in Salesforce and Campaign Monitor.
- Entering data and assisting with tax receipting, reporting and year-end reconciliations as required.
- Preparing and sending mailings to donors and supporters.

Qualifications

- 3 to 5 years' experience in donor relations and fundraising.
- A diploma in an applicable discipline such as fundraising is required, or an equivalent combination of education, training and experience.

Skills and Abilities

- Experience developing strong relationships with donors of all ages and backgrounds.
- Creating and executing fundraising campaigns across several channels including print and digital.
- Excellent written and verbal communication skills and plain language, persuasive writing.
- Use of databases, fundraising platforms, computer programs and online tools including Microsoft Outlook, Microsoft Teams, Word, Excel, Zoom, Asana, Acrobat and Survey Monkey. Experience with Salesforce is an asset.
- Creativity, problem-solving and collaboration skills.
- Excellent skills in multitasking and working in a team environment with the ability to assess and prioritize multiple tasks and demands.
- Experience working independently and under pressure with a strong attention to detail and superior follow through.
- A proven ability to interact effectively and positively with staff, managers, donors and external stakeholders, performing with a high degree of professionalism and tact.
- Experience with mental health issues and services, through self or loved ones, is an asset.
- Ability to work respectfully across cultural differences with a commitment to ongoing learning about human rights, equity and diversity in the workplace.
- Fluency in additional languages is an asset.

Working conditions

- This is a 1.0 FTE position located in Vancouver.
- The usual work week is 37.5 hours. Most work is accomplished during usual 9 a.m. – 5 p.m. business hours, although the candidate will need to maintain some flexible scheduling during evenings and weekends on occasion.
- The position is unionized through the Health Sciences Association of B.C with the Community Social Services bargaining unit and the hourly rate is \$28.56.
- Combination of working from home and working from office required.

HOW TO APPLY:

Please submit your resume along with a cover letter, clearly documenting how you satisfy the requirements outlined in this job posting to cmha.careers@cmha.bc.ca, by 5 p.m. on July 8, 2022. We regret that only short-listed candidates will be contacted to schedule an interview.

We are an equity employer and encourage applications from persons with disabilities, members of visible minorities, First Nations, Inuit, and Metis people, people of all sexual orientation and genders, and others who may contribute to our further diversification.