



Philanthropic  
Foundations  
Canada

Fondations  
Philanthropiques  
Canada

## JOB POSTING

### **Director of Member Engagement and Communications**

Are you a bilingual, senior leadership non-profit professional? Do you have a flair for constituent management, a passion for fund development, and a fondness for communications? Do you want to help advance the non-profit and charitable sector's work toward a just, equitable and sustainable world? If so, help us enhance and amplify the impact of Canada's philanthropic foundations and funders. PFC is an ideal match if you are looking for purpose in your work and want to help drive a burgeoning values-driven, national team, with a strong pan-Canadian network.

We know the greatest ideas come from a diverse mix of backgrounds, minds and experiences, and are committed to cultivating an inclusive work environment. We are actively seeking a diverse applicant pool and encourage candidates of all backgrounds to apply, especially those from communities underrepresented in philanthropy.

### **About PFC**

A national charitable organization, Philanthropic Foundations Canada (PFC) is Canada's national philanthropic network, working together towards a more just, equitable and sustainable world. In partnership with its diverse membership of Canadian foundations and funders, and in collaboration with civil society, business, and government, PFC advances the common good, through collaboration, learning, and advocacy. Our membership is comprised of foundations, charities, corporate giving programs, donor-advised funds and nonprofits whose primary function and activity is grantmaking.

### **About the position**

PFC is recruiting for a dynamic and up-and-coming Director of Member Engagement and Communications to build and lead a robust member development strategy, coupled with parallel communications activities to support the advocacy, collaboration and learning goals of PFC.

This is a new role at PFC, for someone who is a creator. You will be building on some strong relationships and systems, while establishing a fresh vision for member engagement, resource development, marketing and communications aligned with [our strategic directions](#) and our [purpose statement](#).

As Director of Member Engagement and Communications, you will report to the President & CEO, while working collaboratively with the rest of the small team. You will define and lead the implementation of an integrated member engagement and communications approach, including the development and management of all communications strategies and all member engagement activities, from recruitment, engagement and support, to reporting, retention and exit.

You will share opportunities for member and sector collaboration and learning through our different communications channels, bring events for Canadian funders to life, strengthen our brand, and improve understanding of PFC's mission and contributions of Canadian foundations and philanthropy.

Your success in this role will be as a result of your impeccable French and English language skills, detail-oriented tendencies, and your natural inclination to take initiative and work collaboratively in a team environment. You will have an excellent sense of how to organize information efficiently and communicate effectively across our diverse constituencies.

## **Essential Duties and Responsibilities**

### Member and Donor Engagement

- Ensures a consistent high-quality level of engagement activities and resources for members, including onboarding and ongoing support.
- Ensures appropriate member, sponsor and donor development strategies to facilitate member acquisition and retention strategies, and to maintain value for members and financial viability for PFC.
- Ensures appropriate member, sponsor and donor management processes and systems are in place.
- Stays well-informed of existing sector needs and emerging trends and issues affecting the philanthropic community, identifying opportunities to share this information with the PFC network.
- Responsible for the development, implementation, oversight and evaluation of member development and renewal campaigns, sponsorship, and donor engagement.
- Works closely with the President & CEO, Director of Learning and Partnerships and Director of Public Affairs and Research on the development of communications strategies to grow membership recruitment, engagement and retention, and organizational fundraising overall.
- Leads the mobilization of the President & CEO, other staff, the board and relevant committees for membership development and engagement.

### Communications and Marketing

- Works closely with the Director of Public Affairs and Research to ensure consistent tone and voice for the organization and to ensure alignment in meeting the needs of members and the wider sector.
- Works closely with the Director of Learning and Partnerships to deliver all PFC events and other learning and engagement programming for the network.
- Ensures timely and appropriate communication of PFC programs, activities and plans, and their overall impact and value.
- Leads, oversees and ensures the production and delivery of quality communications materials and tools.
- Ensures that communications are compelling, nuanced, accurate and accessible, and that they align with PFC's strategic goals and desired reputation.

- Drives, delivers, and regularly updates a digital strategy that enhances and shares content across PFC's social media platforms, newsletter, email-blasts and all other opportunities to share our work with partners.
- Oversees the PFC website to ensure that it is up to date, easily navigable, well-reflects our organizational identity and provides information that is accessible by all users to facilitate information sharing and online learning amongst our members and wider networks.

### Management and operations

- Manages Communications and Member Services budgets.
- Supervises membership and communications coordinator
- Procures, negotiates and manages professional contracts as needed and monitors to ensure successful and effective completion of work tasks.
- Serves as a member of the management team providing input on decision-making regarding PFC's operational, policy and program direction to meet PFC strategic priorities, and to comply with all PFC policies and procedures.
- Ensure CRM systems capture and provide value-added data to help inform membership strategy.
- Develops, proposes and implements an evaluation and monitoring framework on metrics that PFC can easily gather.

### **Qualifications**

#### Required

- Fluently bilingual in both official languages: proficiently able to speak, read, and write in English and French with ease, accuracy, and confidence.
- Significant experience leading member or donor engagement programs.
- The completion of relevant post-secondary education, and at least ten years of experience in fundraising, development, donor relations, and/or communications roles within some kind of charity setting.
- Some experience in writing persuasive and enticing copy related to fundraising, such as fundraising letters.
- Strong project management skills, including planning across teams, monitoring and supporting others, and delivering results on a timely basis.
- Event planning skills, both in person and online, with some experience working with Zoom and/or other online event management tools.
- Some website updating experience (Wordpress or similar).
- Some experience managing CRM systems.
- Some experience executing regular email marketing (newsletters, etc.), using Campaign Monitor or similar.
- Has an active and diverse personal social media presence and/or has experience managing multiple professional social media accounts.
- Demonstrated personal and professional interest in advancing justice, diversity, equity and inclusion within Canada's non-profit and charitable sector.

#### Preferred

- Knowledge of trends and issues relating to the philanthropic sector.

- Experience volunteering or working with a foundation or funding agency.
- Knowledge of Sharepoint, Teams, WordPress, Constant Contact, Eventbrite, and Salesforce.

### **Compensation and benefits**

Full-time permanent position, with an exceptionally good benefits package.

Salary of \$90,000-\$120,000 per year, depending on experience.

Four weeks of holidays to start (including the week at the end of the year, when our offices are closed).

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We are committed to taking every precaution reasonable for the protection of the health and safety of our staff and other stakeholders. As a result, all staff are required to be fully vaccinated against COVID-19.

If you believe that your profile meets our needs, please forward your CV with a cover letter to [hr@pfc.ca](mailto:hr@pfc.ca). All information received will be treated in the strictest confidence.

**Deadline: no later than November 28<sup>th</sup> 2022, 9am ET. Anticipated start date: January or February 2023.**

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