

## About Easter Seals

One in five (22%) Canadians aged 15 years and over has one or more disabilities. In British Columbia and the Yukon, approximately 750,000 adults and 26,000 children have a disability that limits their independence and quality of life.

Now in its 77th year, Easter Seals BC/Yukon (ESBCY) is one of British Columbia's legacy charities operating for over six decades to provide programs and services to better the lives of children and adults with diverse abilities. Operated by the BC Lions Society for Children with Disabilities (Society), Easter Seals BC/Yukon has helped 1.1 million families in need through transportation services, Easter Seals Camps, educational classes, Easter Seals House, post-secondary bursaries at regional colleges and universities, community access services, and patient care programs.

As a registered charity, Easter Seals relies on the generosity of donors to fund their programs and services. Through individual and corporate giving, grants, special events, and major gifts and bequests, the Society directs and stewards its funds with the strategic guidance and fiduciary oversight from its Board of Directors.

## Mission

Inspire communities across BC and the Yukon to support, and enable access for, individuals with disabilities.

## Vision

Enable abilities in our communities.

## Our Values

- **Excellence:** We strive to be the best in all that we do.
- **Relevance:** We commit to effectiveness, sustainability, and continuous improvement.
- **Integrity:** We are trustworthy and accountable.
- **Inclusive:** We treat everyone with respect, embrace diversity, and value the contributions of individuals and communities.
- **Collaboration:** We foster teamwork and build collaborative relationships.
- **Access:** We champion improved access for individuals with disabilities.

## What You'll Do

Easter Seals BC/Yukon is seeking a Director Philanthropy & Engagement to play a pivotal role in advancing our mission to inspire communities across BC and the Yukon to support and enable access for individuals with disabilities.

Reporting to the President & CEO and as a member of the Senior Leadership Team at Easter Seals BC & Yukon, the Director Philanthropy & Engagement will advance the mission by increasing the reach of the organization's work, enhancing the overall reputation for excellence and expertise, driving the philanthropy strategy to fund current programs and services, and strengthen relationships with government and community partners, donors and granting agencies. Primarily, the Director is responsible for overseeing and delivering on the fundraising strategy and marketing plan to advance Easter Seals, BC & Yukon mission, vision and strategic goals.

The Director Philanthropy & Engagement will also work with the CEO to attract, retain and grow a community of advocates, partners and donors. They will oversee the planning and implementation of marketing and communications activities. In collaboration with other members of the senior leadership team, they also provide input into human resources, financial resource management and business development opportunities.

### Responsibilities:

#### Strategic Leadership

- Lead the development and implementation of Easter Seals, BC & Yukon's fundraising strategy ensuring alignment to the organization's Strategic Plan and operational goals and objectives.
- Oversee the day-to-day operations of the fundraising (development) functions and marketing, communications.
- Collaborate with other Directors on inter-departmental work, projects, and programs.
- Participate in the development of strategic and operational planning with the senior leadership team as appropriate.

## **Fund Development & Partnerships**

- Along with the CEO, execute a comprehensive fundraising strategy that influences community partners, service clubs, associations, donors and other key stakeholders.
- Identify and secure support from a range of funders, including governments, international and national agencies, non-governmental organizations, foundations, the private sector, and individual donors.
- Champion and oversee Easter Seals BC & Yukon's fundraising and event calendar; leading the development, execution, evaluation of highly successful engagements throughout the year to raise funds and elevate the profile of the organization within local and regional communities.
- Along with the CEO, ensure that Easter Seals, BC & Yukon is working strategically with regional and national partners.
- Oversee goals and metrics for fundraising programs; evaluate, monitor and report on progress against goals and on the key activities of fundraising programs, initiatives and staff.
- Provide strategic support to other departments to ensure Easter Seals, BC & Yukon is prepared to leverage opportunities to expand its organizational impact, funding, influence, partnership, advocacy and programming goals.
- Lead the Philanthropy and Engagement team to ensure full integration and coordination of their programs to maximize donor engagement and fundraising results.
- Act as a key ambassador of the organization at events, conferences, meetings, etc.

## **Marketing & Communications**

- Oversee the Marketing and Communications team in the execution of a comprehensive marketing and communications strategy, including media and public relations, internal communications, brand management, social media, and direct marketing.
- Provide guidance and strategic direction for the planning and execution of marketing campaigns and activities, including advertising, public relations, events, and promotions.
- Ensure brand awareness and integrity of Easter Seals BC & Yukon across all internal and external channels by monitoring adherence to branding guidelines.
- Support the increased visibility and understanding of Easter Seals BC & Yukon by overseeing the delivery of the organization's key messages to broader audiences.
- Review performance metrics and practices to evaluate the success of marketing and communications efforts.

### Team Leadership & People Management

- Oversee and manage a staff team to achieve organizational and departmental goals and objectives. Provide leadership and direction for staff that supports the achievement of required outcomes.
- Lead regular departmental meetings and attend senior leadership team and board meetings (as required).
- Foster and maintain a safe and respectful work environment for staff, supporting a culture of excellence.
- Conduct performance evaluations of staff, and through effective coaching, mentoring and management, ensure that staff performance is optimized.
- Oversee the development of diverse and creative professional development opportunities that support the department's knowledge, skills and competencies.

### Financial Stewardship

- Manage the departmental budget, overseeing expenditures and ensuring compliance with organizational policies and practices.

### What you bring

A consummate relationship builder, the Director Philanthropy & Engagement, will bring a solid track record and demonstrated ability to connect with a wide variety of stakeholders, corporations, business partners, and government, securing the resources necessary to continue and expand programming at Easter Seals.

The selected candidate will have the capacity to adapt to a continually evolving environment and thrive in a publicly visible, autonomous, and caring workplace while leading the development and delivery of fundraising and engagement programs. Excellent leadership, interpersonal, negotiating and communication skills and a personal values alignment with the organization are hallmarks of a suitable candidate.

The Director Philanthropy & Engagement will be someone with the highest level of professional ethics who is passionate about providing a premium level of service, consistency, and quality in partnership with the Senior Leadership Team.

- Graduate of a post-secondary program in business, fundraising, marketing, or communications, plus demonstrated professional development.

- 5+ years in a fundraising leadership role and proven track record of fundraising \$2-\$4M annually.
- Proven track record of soliciting and closing major gifts.
- Strong leadership skills with the ability to facilitate collaboration among diverse groups.
- Polished oral and written communication skills.
- Proven relationship building skills and ability to work collaboratively with outside parties.
- Ability to work effectively with other team members as well as function independently.
- Demonstrated ability to function as an effective leader, mentor, coach, and facilitator.
- Effective decision-maker, able to evaluate priorities and risks, and make decisions in the organization's best interest.
- Excellent organizational and project management skills; able to organize work, set and meet multiple deadlines.
- Ability to adapt to changing environments and priorities.
- Passionate about the Society, its mission, vision, and long-term plan.

### What's In It for You?

We invest time and resources into making sure Easter Seals BC/Yukon is as good as the people we hire. Here are some of the reasons talented people join our team:

- **Temporary position (12 months, covering a leave)**, with the possibility of extension
- Full-time, Monday–Friday, with occasional evening and weekend work
- Salary range: \$84,000 – \$105,000, depending on the candidate's level of expertise
- Time Off: 4 weeks of vacation, 2 additional statutory holidays, and your birthday off
- Environment: a stimulating and collaborative work environment
- Work-life balance: flexible schedule and hybrid work options
- Health: comprehensive medical group benefits
- Growth: opportunities for ongoing training and professional development
- Equal opportunities: we believe that all employees have the right to equality, equal opportunity, fair treatment, and an environment free of discrimination

### To Apply:

Please send your cover letter and resume to: Tristan Klassen, Acting CEO, at [tklassen@eastersealsbcy.ca](mailto:tklassen@eastersealsbcy.ca)

*Diversity, equity, inclusion, and accessibility are essential to creating a meaningful and vibrant workplace. At Easter Seals BCY, we are committed to building a strong and representative team and encourage applications from members of all communities who are disadvantaged under the BC Human Rights Code. Easter Seals BCY is also committed to developing an inclusive, barrier-free selection process and work environment. Please advise if you require any accommodation measures to ensure you will be interviewed*



*in a fair and equitable manner. Information received relating to accommodation requests will be treated with confidentiality.*