

OSGOODE CARE CENTRE
Manager of Fund Development and Communications
JOB DESCRIPTION

Reports To	President and Chief Executive Officer (CEO)
Location	Metcalfe, Ontario (Rural Ottawa)
Position Type	Full-Time, Permanent

About Osgoode Care Centre

Osgoode Care Centre (OCC) is an independent, not-for-profit, 100-bed long-term care home that has served the community since 1986. OCC is one of the area's largest employers, with approximately 150 staff and an annual operating budget of approximately \$14 million. As a not-for-profit enterprise, the Centre relies on fundraising to help fund equipment and program needs to ensure our residents have the best care possible.

The Position

OCC is seeking a Manager of Fund Development and Communications to grow the current fundraising program and increase revenue to fund the priority needs of the Centre. This position is also responsible for communications and engaging key stakeholders.

Position Purpose

The Manager of Fund Development and Communications is responsible for creating, implementing and managing OCC's annual fundraising program and developing and implementing a comprehensive communications plan for the organization.

This position represents an exciting career-building opportunity for a fundraising professional to manage all aspects of an annual fundraising program while developing a strong community communications program that increases awareness of OCC and its philanthropic priorities.

Key Responsibilities

1. Annual Giving Program - 40%

- **Case for Support:** Develop and maintain a compelling annual case for support that clearly communicates OCC's funding priorities and the impact of philanthropy on resident care.
- **Direct Mail:** Develop and execute an annual direct-mail fundraising program, including donor segmentation, solicitation, follow-up and results tracking.
- **Third-Party Events:** Act as the primary professional point of contact for community groups and organizations hosting independent fundraising events in support of OCC.
- **OCC Special Events:** Manage OCC's signature fundraising events, including Busting out the Brews and Catch the Ace.
- **Corporate Sponsorship:** Proactively identify, cultivate and secure corporate sponsors for OCC fundraising initiatives and special events.
- **Legacy Giving:** Develop and launch a legacy-giving program to build awareness of opportunities for donors to support OCC through bequests and other planned gifts.
- **Donor Stewardship and Recognition:** Develop and execute a comprehensive donor recognition and stewardship program that strengthens relationships with donors and demonstrates the impact of their support.

2. Marketing and Community Communications - 30%

- **Strategic Communications Plan:** Develop and execute a comprehensive communications plan that builds awareness of OCC, its programs, its role in the community and its philanthropic priorities.
- **Local Media:** Write regular updates, success stories, media releases and other content for local community newspapers and media outlets.
- **Digital Communications:** Develop key messages and content for OCC's social media platforms and other digital communications.
- Work collaboratively with OCC leadership and staff to identify resident, family, staff and community stories that demonstrate the impact of OCC's work and philanthropy.

3. Fund Development and Community Relations - 20%

- Build and maintain positive relationships with donors, families, community organizations, service clubs, businesses and other community partners.
- Identify and cultivate prospective donors and opportunities to expand OCC's donor base.
- Develop relationships with individuals, businesses and community organizations that may have the capacity and interest to support OCC.
- Track fundraising activities and results and provide regular reports to the President and CEO.
- Support the development of annual fundraising goals, budgets and performance measures.
- Represent OCC at appropriate community functions and build awareness of the Centre's fundraising priorities and impact.

4. Database Administration and Donor Tracking - 10%

While this administrative portfolio represents a smaller percentage of the position, accuracy and operational discipline are essential to maintaining OCC's fundraising infrastructure, regulatory compliance and donor trust.

- **Data Entry and Management:** Record donations in Donor Snap and maintain accurate and current donor records.
- **Tax Receipts and Acknowledgements:** Generate charitable tax receipts and timely, personalized donor thank-you letters and acknowledgements.
- **Database Management:** Maintain database accuracy, update donor information and ensure giving histories and donor interactions are appropriately recorded.
- **Financial Reporting:** Prepare monthly fundraising reports and reconcile fundraising records with OCC's finance office.

Profile and Qualifications

The successful candidate will be a hands-on fundraising professional who enjoys working independently while building strong relationships within a close-knit community.

The ideal candidate will have:

- Approximately three to six years of fundraising experience.
- A proven record of accomplishment in communications and stakeholder engagement.
- Demonstrated experience managing multiple projects and priorities simultaneously.
- Excellent English language skills.
- Excellent written communication skills and the ability to translate organizational needs and impact into compelling donor and community communications.
- Strong interpersonal skills and a genuine interest in building relationships with donors, families, community members, volunteers and staff.
- Experience with annual giving, direct mail, donor stewardship, special events and corporate sponsorship.
- Major Gift experience.
- Experience using a donor database and preparing fundraising and financial reports.
- Strong organizational skills and attention to detail.
- The initiative and confidence to work independently and build programs while collaborating effectively with OCC leadership and staff.

Assets

The following experience would be considered assets:

- Enrolment in, progress toward, or completion of the **Certified Fund Raising Executive (CFRE)** designation.
- French language skills.
- Experience with **capital campaigns**.

Salary Range

\$72,000–\$77,000 annually, plus group pension and benefits.

How to Apply

Please submit your **cover letter and résumé** to the attention of:

Joanne Mavis, CFRE

Email: jmavis@osgoodecare.com

We thank all applicants for their interest; however, **only those selected for an interview will be contacted.**