

WRITERS' TRUST - ROLE DESCRIPTION

November 6, 2023

Director of Development

Department: Development

Reports To: Executive Director

Direct Report: Manager of Development

About The Writers' Trust

The Writers' Trust of Canada (WT) is a national not-for-profit organization. Our mission is to support and celebrate Canadian writers and writing. Writers' Trust programming is designed to provide artists working in all the literary genres with opportunities, and to encourage both new voices and the recognition of careers. We give out twelve awards annually, and administer programs that include career development initiatives, a fund for established writers experiencing financial challenges, and a public lecture series. One of the Trust's enduring goals is to raise awareness of the contributions made by literature to our national culture.

The organization, founded in 1976, is headquartered in downtown Toronto. We are currently working according to a hybrid model with a minimum expectation of 2 days in the office per week.

Job Summary

Reporting to the Executive Director and as a member of the senior leadership team, the Director of Development will be responsible for leading and growing a multifaceted fundraising program in support of the on-going programs, projects, and activities of WT. The successful candidate brings their extensive fundraising experience to inform the development and execution of a multi-year strategy encompassing individual giving, major gifts, foundations, special campaigns, and third-party fundraising. The Director of Development works closely with the Executive Director, and members of the Board of Directors, and collaborates extensively with the Director of Programs, and the Director of Communications. This role has one direct

WRITERS' TRUST - ROLE DESCRIPTION

report, the Development Manager, who is responsible for the coordination of fundraising activities, event execution, and administration.

Duties and Responsibilities

Leadership and Strategy

- Develop a comprehensive multi-year fundraising strategy aimed at growing WT's individual giving program, shifting away from its historical reliance on event-based fundraising.
- Lead and manage all fundraising activities in the office, including the direct management of the Manager, Development; support of the major gift activities undertaken by the Executive Director; and assignment and oversight of the administrative activities undertaken by the Executive Assistant in relation to the fundraising mandate.
- Lead the development and implementation of an annual fundraising plan, including leadership annual giving, Readers' Circle annual giving program, digital fundraising, monthly giving, third party fundraising, tribute giving, and planned giving and major gifts, including from foundations.
- Lead in annual development of fundraising budget and goals.
- Lead in development of WT case for support.
- Monitor progress towards fundraising goals and adjust strategy as necessary to realize objectives.
- Collaborate effectively with other staff, including the Director, Programs, and the Director, Communications, to ensure high-quality donor relations in all program delivery.
- Maintain up-to-date knowledge of CRA policies and guidelines and fundraising best practices.
- Advise the ED and the Board on the organization's fundraising strategy.

WRITERS' TRUST - ROLE DESCRIPTION

- As part of the senior leadership team, work to support the effective management of the organization.

Fundraising

- Manage a personal portfolio of key prospects and donors and collaborate with the ED to steward donors as appropriate.
- Build a pipeline of new mid-level and major donors.
- Lead the identification and solicitation of potential new funding organizations.
- Lead the establishment of exceptional donor relations practices, including ongoing stewardship activities, recognition events, and other appropriate strategies to ensure the highest level of donor satisfaction and motivation.
- Lead the government grant application process, including identify potential new sources of partnership, and coordinate the reporting for successful grant applications.
- Working in collaboration with the Communications team, strengthen and expand the Trust's digital fundraising.
- Supervise all event-based fundraising efforts, including the Storytellers' Ball, Weston International Award, Balsillie Prize Event, and Politics and the Pen, including liaising with volunteer committees on fundraising targets and managing workflow.
- Ensure maintenance of fundraising records and processes, including updating donor and prospect database, and issuing timely and accurate tax receipt.
- Work collaboratively with communications and programs staff to ensure that the WT's external messaging is consistent with fundraising objectives.
- Work closely with Board members, especially the Fund Development Committee, to engage support for the fundraising mission of WT, and to encourage personal giving on the part of Board members and other volunteers.

Qualifications

WRITERS' TRUST - ROLE DESCRIPTION

- 10+years' experience, CFRE an asset, ideally within an arts organization.
- Passionate about supporting writers and their work in our country.
- Superb at building relationships and connecting individuals to mission.
- Demonstrated understanding of all aspects of fundraising operations.
- Demonstrated ability to prioritize and strategize to achieve objectives, with a focus on action.
- Ability to see the big picture and attend to the underlying details simultaneously.
- Demonstrated commitment to equity and inclusion.

Salary

\$120,000/\$130,000

How to Apply

The Writers' Trust of Canada is committed to the values of equity and inclusion. We encourage applications from members of groups that have been traditionally under-represented or marginalized. Upon request, we will make reasonable accommodations to enable applicants with disabilities to participate in the interview process. Applications and expressions of interest, including cover letter and resume, should be submitted no later than end of day December 1, 2023– and directed to Executive Director Charlie Foran at cforan@writerstrust.com. **While we appreciate all indications of interest, only those individuals being seriously considered will be contacted.**

For more information about the Writers' Trust of Canada, please go to www.writerstrust.com

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