



JOB OPPORTUNITY: Director of Fundraising, Campaigns and Marketing

**North York Harvest Food Bank
North York, ON (In Office)**

Full Time, Senior Leadership Level

THE OPPORTUNITY

The **North York Harvest Food Bank (NYHFB)** has engaged **AgentsC Inc.** to support in the recruitment of a high-performing, experienced individual to lead the organization's fundraising and marketing initiatives as the **Director of Fundraising, Campaigns and Marketing**. If you are someone with deep knowledge and understanding pertaining to the underlying, systemic issues that cause food insecurity within our communities, and your experiences and approaches are steeped in equitable philanthropic practices, *we want to hear from you*.

We are looking for an ambitious brand-leader, activist and community advocate. Working with the Executive Director and Board of Directors, the **Director of Fundraising, Campaigns and Marketing** will lead and deliver successful fundraising campaigns from all major gift and community sources, while strengthening the brand and public awareness of North York Harvest Food Bank's mission, vision and values.

Please review the rest of this brief for further details about the opportunity. For more information, please contact Tracy Deans by email at tracy@agentsc.ca. We assure you that your inquiry and/or application will be held in strict confidence.

To apply, please submit a Letter of Interest and Resume to tracy@agentsc.ca as a single PDF attachment by 5:00 pm on Monday, January 15, 2023. Applications will be reviewed on a rolling basis until the position is filled. In the subject line of your email application, please reference "**NYHFB Director of Fundraising, Campaigns and Marketing**". We thank all applicants for their interest, however only candidates selected for an interview will be contacted.

ABOUT NORTH YORK HARVEST FOOD BANK

The North York Harvest Food Bank is the primary food bank for northern Toronto, distributing more than 2.3 million pounds of food last year through sixty neighbourhood programs, from our centrally located distribution centre, to an area bounded by Hwy. 27, Steeles Avenue, Victoria Park Avenue, and St. Clair Avenue/Eglinton Avenue.



We are committed to upholding and supporting the principles of inclusion, diversity, equity, and accessibility. Those historically excluded and under-represented include individuals who are identified by grounds under human rights legislation, such as: Indigenous peoples; people with disabilities; individuals from racialized groups; people of diverse faiths and creeds; LGBTQ2S+ inclusion; and women.

NYHFB recognizes that systemic discrimination is, by definition, engrained and built into the system, and therefore affects the Organization itself. NYHFB also recognizes the role that Anti-Black racism plays in creating the conditions for poverty and food insecurity and will work to develop policies and training to mitigate these effects.

We are more than just a food bank. Beyond providing food, the NYHFB tackles the root causes of poverty to help clients build a sustainable livelihood. Our efforts are focused in three major areas: (a) developing dignified community food programs, (b) creating public awareness about food insecurity and its causes, and (c) engaging the community in deciding how best to meet its food needs. As an independent, charitable organization, we envision a community where all members are able to meet their food needs.

CANDIDATE PROFILE

You are passionate about social justice and ensuring that communities across our city have access to healthy, affordable meals irrespective of race, class or circumstance. Your values are in line with the NYHFB values:

- **Access and Inclusion** - We strive to ensure that diverse members of our community have full, fair unbiased access to our services and are included in decision-making.
- **Collaboration** – We are dedicated to understanding, learning from, and working cooperatively with community members.
- **Integrity** - We recognize the importance of being accountable and transparent in our actions and decision-making processes.
- **Excellence** – We strive for the highest quality in all our work and for the most effective use of our resources.

You bring a high level of expertise in fundraising, with specific specialities in relationship building to engage Democratic, Legacy, High-Net-Worth and Major Donors. The **Director of Fundraising, Campaigns and Marketing** is someone who can work with and inspire the Board of Directors, Executive Director staff and is able to engage community groups who are already active in alleviating food insecurity. You are a leader who possesses a strong business mind and a great understanding of how to elevate existing, and create new social enterprise models that provide employment training and skills to the community.



You have demonstrated a passion for providing solutions to food insecurity. You have outstanding interpersonal and effective communication skills that inspire others to both lead and take action. You are inquisitive and an idea-generator that is continuously looking for new ways to improve on the services we provide at NYHFB.

KEY ACCOUNTABILITIES

As a key member of NYHFB's Senior Leadership Team, the **Director of Fundraising, Campaigns and Marketing** will:

- Play a lead role in visioning, planning, implementing and managing strategic direction for resource development that enables the organization to deliver on its mission in the community.
- Lead NYHFB's brand by establishing and communicating impactful, inspiring messaging to internal and external stakeholders that is steeped in equity.
- Position the significant impact that NYHFB will make in collaboration with funders, community members, partners and other key stakeholders within the community.

The **Director of Fundraising, Campaigns and Marketing** reports directly to the Executive Director and is accountable for the following:

1. **Strategic Leadership:** Actively supports the overall strategic direction of the organization by developing and implementing strategies that will help NYHFB grow and thrive:
 - Develop organizational revenue budget and contribute to the development of overall organizational budget
 - Collaborate with the Executive Director to develop and implement a strategy to achieve a fundraising revenue target of \$5 - 6M over the next three (3) years from all revenue sources
 - Oversee the strategic development for the department as it intersects with the organization as a whole, including the development of an annual work plan, its implementation, and monitoring and direct supervision of team of five (5)
 - Implement problem-solving skills and strategic vision to help the organization achieve long-term goals
 - Implement best practices to enhance organization and fundraising performance including managing goals and plans, process improvement, KPI tracking, and performance metrics
 - Develop and implement necessary policies and procedures to ensure the organization is maintaining an equitable approach to all of its work
 - Manage, support, train, recruit and motivate all fund development volunteers, including ambassadors



2. **Fund Development:** Working in conjunction with the Executive Director, Board of Directors and staff to develop strategic relationships with donors, community organizations and key stakeholders that will support the vision of NYHFB:
 - Execute the planning, development and implementation, of a comprehensive fund development program (including high-net-worth and major gifts, annual campaigns, events, and grants), geared towards achieving strategic goals
 - Utilize Raiser’s Edge to oversee the development of effective administration systems and processes to capture, manage and report on prospect pipeline development, moves management, and key performance indicators, to further development plans
 - Oversee the proper use of Raiser’s Edge by staff and volunteers
 - Increase donor engagement through the implementation of the Major Donor Relationship Cycle (identification, research, planning, cultivation, asking, closing, stewardship)
 - Analyze data, monitor actual results, present and implement new, evidence-based fund development strategies to increase revenue

3. **Donor Relations and Donor Management.** Cultivate, solicit, recognize and steward donors in accordance with equitable fundraising practices:
 - Oversee the relationship building cycle (identification, research, engage, ask, steward and thank you) of prospective major donors that align with the mission and vision at NYHFB
 - Develop and manage a full spectrum of donor recognition and retention strategies that cultivate and renew donor support
 - Collaborate with the fundraising team to offer our diverse community a range of creative modes of engagement through multiple channels (re. online, social media, as well as events, and meetings)
 - Manage, cultivate, and build relationships with all stakeholder, including donors, members, volunteers, media, sponsors, and other partners.

4. **Marketing, Communications and Public Relations:** Ensure all communications activities, articulate and are aligned with the strategic direction of NYHFB:
 - In collaboration with the Executive Director and staff, contribute to and oversee the development and implementation of strategic communications and media plans to support North York Harvest initiatives, including fundraising appeals, large-scale and community food drives, and events – all in cooperation with the Executive Director, and with staff support
 - Oversee the development of all communications and marketing materials and tools including newsletter, annual report, social media and website (with administrative, and technical staff support) that display NYHFB’s impact and aspiration to provide equitable solutions to food insecurity



- Prepare customized written materials, funding proposals, follow-up reports and correspondence that inspire action
- Implement omni-channel and multi-channel creative modes of donor outreach

5. Food Raising. Achieve specific food-raising performance targets:

- Oversee the development and implementation of strategies and initiatives aimed towards securing new and increased giving of funds and food from community groups, corporations and schools, large-scale food drives, and the food industry. (Day-to-day management of food industry relationships are handled by the Food Distribution Department)
- Employ seasoned fundraising/sales skills to optimize food intake and all synergies between target markets.
- Work closely with internal team members, community engagement and agency relations to support food raising activities

6. Other duties include supporting events and activities as required.

EXPERIENCE AND QUALIFICATIONS

Required Criteria

- Minimum five (5) years of experience in at least one of the following areas: *direct fundraising, marketing, public relations or campaign leadership*
- Demonstrated experience in community engagement, advocacy or activism
- Demonstrated ability to inspire, mentor and manage staff to foster a culture of philanthropy
- Demonstrated commitment to the principles of inclusion, diversity, equity and accessibility
- Proven ability to build relationships with both internal and external key stakeholders to achieve fundraising targets
- Proven experience in cultivating major gifts to alleviate food insecurity
- Demonstrated ability to build, manage and deliver successful fundraising campaigns across all channels and platforms
- Deep strategic planning, budget development and execution experience to meet ambitious revenue targets
- Strong leadership and problem-solving skills with the ability to translate the organization's vision and strategy into actionable items
- Sound knowledge of fundraising principles and practices related to the Canada Revenue Agency (CRA), and Association of Fundraising Professionals (AFP) gift acceptance and Donor Bill of Rights guidelines
- Excellent oral and written communication and presentation skills



- Experience working with Raiser’s Edge or similar Client Relationship Management systems

Working Conditions

- This is an in-office position that requires occasional work outside of NYHFB’s office located in North York, Toronto
- NYHFB believes that disconnecting from work is an important tool in sustaining a good work-life balance, whether working at a NYHFB worksite or remotely
- While employees’ personal time is respected and there is a general expectation that employees disconnect, as a member of the Senior Leadership Team, this position involves occasional evening and weekend commitments

COMPENSATION AND BENEFITS

This is a full-time, permanent position. The hiring salary range for this position is \$100,000 to \$122,000 CAD, commensurate with experience. Paid vacation begins at three (3) weeks, increasing to four (4) weeks upon the fourth year of employment. Each year, there is an additional (up to) five (5) days off during the December to January holiday break. Other benefits include a comprehensive group benefits plan (health, dental, Life and AD&D insurance) and a defined benefits pension plan.

LINKS TO NORTH YORK HARVEST FOOD BANK

[North York Harvest Food Bank - Website](#)

[North York Harvest Food Bank - Linked In](#)

[North York Harvest Food Bank - Instagram](#)

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AGENTSC LINKS

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