Candidate Brief
Chief Development Officer

About the Ottawa Humane Society:

The Ottawa Humane Society (OHS) has been saving animals since 1888, with a mission of leading Ottawa in building a more humane and compassionate community for all animals.

- We work with our community of passionate animal welfare supporters, dedicated volunteers and committed donors to create a safety net for Ottawa's animals.
- After completing a successful capital campaign in 2011 to build our current state-of-the-art animal shelter, it is time once again to look to the future and the possibilities for Ottawa's animals and our community.
- Under new leadership and driven by a visionary strategic plan that will launch this spring, we are aiming to reach deep into our community, to help more animals and people, by supporting at both ends of the leash.
- Community support has always been at the heart of the OHS. Donors and volunteers have made it possible for our dedicated staff to give thousands of animals every year a second chance.
- We are looking for an experienced leader to bring our ambitious animal welfare vision for Ottawa and beyond to life.

The Opportunity:

- As a key member of the OHS leadership team and reporting directly to the President & CEO, the Chief Development Officer (CDO) will lead the organization's transformational

fundraising and engagement efforts to provide a safe haven for animals with nowhere else to turn.

- The CDO will lead a comprehensive campaign approach for Ottawa's animals that includes activities in: annual giving, monthly PAW giving, mid-level giving, major and principal gifts, legacy and planned giving, corporate and foundation giving and special events and strategic engagement.

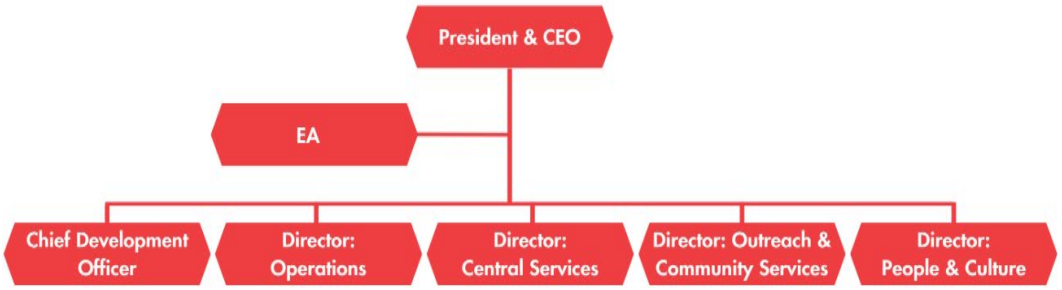
- The CDO will lead a team of 11 fundraising and engagement professionals who support annual fundraising of approximately $10M.

- The CDO will mobilize and support a team of dedicated volunteers who will drive key activities within the campaign. This includes the OHS board of directors, OHS leadership team, OHS Auxiliary and a proposed campaign advisory counsel.

- The CDO will spearhead an upcoming capital campaign that will change the landscape of animal care in Ottawa.

- For more information on OHS development and community impact – [please click here.]

OHS Leadership Team



Development Team

Key Responsibilities:

As the accountable leader for all aspects of the campaign, fundraising and engagement, the CDO is primarily responsible for:

1. **Strategic Leadership**

    - Engage with the Ottawa philanthropic community and the Canadian animal welfare community.
    - Contribute to the current and future OHS strategic plan.
    - Act as the institutional leader and subject matter expert on all matters relating to the campaign, fundraising and engagement.
    - Be a key player on the OHS leadership team providing counsel and recommendations on organizational issues and opportunities to the President and CEO.

2. **Campaign Strategy and Implementation**

    - Is the primary architect of a multi-channel campaign strategy that builds on past successes, focuses on gaps and opportunities, and integrates best and emerging practices from the fundraising sector with an emphasis on animal welfare philanthropy.
    - Sets annual and multi-year ambitious and data-driven goals and targets to meet the OHS's ambitions.
    - Develops creative and attainable annual plans and tactics to deliver on goals and targets.
    - Oversees all aspects of campaign management, including budget, projections and timelines.
    - Delivers regular campaign updates to the President & CEO as well as other relevant internal groups such as Board of Directors, key volunteer groups and cabinets.
    - Ensures a robust pipeline of major and planned giving donors to fuel mid-and-long-term support for the OHS.

3. **Chief Fundraiser**

    - Maintains a personal portfolio of high-profile donors and prospects.
    - Leverages and engages the President & CEO, Board Chair and senior volunteers as appropriate in cultivating key donors and prospects.
    - Personally conducts qualification, cultivation and solicitation visits, and key stewardship activities.

4. **Donor and Community Engagement**

    - Champions an engaging and donor-centric approach to philanthropy that is fueled by strategic engagement activities.
    - Manages key community philanthropic and not-for-profit relationships by acting as a visible presence locally, provincially and nationally
    - Drives philanthropy with an impact-based communications strategy that connects OHS success and opportunities to the generosity of donors and prospects
    - Delivers strategic engagement and events with a purpose – both at scale and boutique events to select audiences

5. **Development Operations**

    - Leverages all aspects of technology, including Business Intelligence and AI to optimize all aspects of donor relations, stewardship and gift processing.
    - Recruits and retains a high-performing development team by creating an environment and culture that aligns with the OHS vision for equity, diversity and inclusion.
    - Accountable development annual budget and operational plan.
    - Contributes to overall OHS strategic and business planning process.
    - Ensures all OHS policies and procedures are followed, including performance appraisals and learning and training plans for all team members.

- Submits relevant information to Canada Revenue Agency (CRA) and ensures that all charitable regulations are adhered to.

Candidate Profile:

The ideal candidate will possess a broad range of experience, expertise, education and competencies including:

1. **Education and Experience**

    - A minimum of 10 years' professional experience leading comprehensive campaigns and securing six-figure gifts.

    - CFRE designation is an asset.

    - Post-secondary school diploma or degree.

    - Demonstrated organizational, supervisory and team leadership capabilities.

    - Superior relationship management experience, exceptional customer service and crisis management skills.

    - Demonstrated track record in philanthropy with an emphasis on major gifts and capital campaigns.

    - Experience leading a pipeline-driven fundraising model that defines donor journeys from engagement, to prospect development, to cultivation, to solicitation to stewardship.

    - Financial experience in revenue projections, budget management and procurement.

    - Understanding of all legislation and regulations within the not-for-profit sector – including Canada Revenue Agency (CRA); Canada Anti-Spam Legislation (CASL) and federal and provincial privacy laws.

    - Experience with prospect and donor management software such as Raisers Edge and the integration of business intelligence.

2. **Management and Leadership**

    - Track record of building and maintaining a high-performing fundraising team.

    - Experience in coaching, goal setting, staff development and performance management.

- Demonstrated ability to build an equitable, diverse and inclusive culture at the staff, volunteer and donor level.

3. Skills and Competencies

- Advanced written and oral communication skills in English are required
- Bilingualism (English/French) is an asset
- Proven ability to develop strategic fundraising objectives, annual plans and tactics for execution
- Track history of inspiring and mobilizing senior volunteers to play a role as OHS ambassadors, champions and philanthropic allies
- The salary range for this position is $111k - $134k

For additional information about this exciting career opportunity at the OHS, contact sharonm@ottawahumane.ca.