



WHY JOIN US?



POSITION TITLE	Senior Development Officer, Individual & Digital Giving	JOB CLASS	MG007
DEPT/PROGRAM	Fund Development	EMPLOYEE GROUP	Management
EMPLOYMENT TYPE	Full Time	POSTING TYPE	Open
WORK SCHEDULE	Monday- Friday	HYBRID ELIGIBLE	Yes
NUMBER	1	POSTING DATE	February 3, 2025

Waypoint Centre for Mental Health Care is a 315-bed academic and teaching hospital, a community health hub in Midland, and offers outpatient programs across the Central Ontario region that provide specialized mental health, addiction and geriatric care.

Located on the shores of Georgian Bay, we serve some of the most complex and disadvantaged individuals in Ontario and are the sole provider of high-secure forensic mental health services in the province.

If you're a creative and team-oriented fundraiser who is passionate about engaging donors and building a movement to advance mental health and addiction care, treatment, and research, then we want to hear from you.

This new role as SDO, Individual & Digital Giving, reports to the Director of Philanthropy and is responsible for creating, coordinating and managing digital and traditional fundraising campaigns.

We're looking for a highly motivated and detail-oriented candidate that will bring enthusiasm, curiosity and vision to this work that is integral to growing supporters for Waypoint.

This new role will develop and implement effective content strategies and multi-channel activities to support lead generation, new donor acquisition, renewal and upgrading, monthly giving, and special campaigns. Strong writing, project management and organizational skills are essential.

The SDO, Individual & Digital Giving role collaborates with Strategic Communications and Public Affairs and the Fund Development team to ensure that the best messaging and communications efforts are deployed to support fundraising success.

Please Note: This position offers a hybrid work environment consisting of in-office and remote work. Office location is 500 Church St in Penetanguishene, ON

KEY ACCOUNTABILITIES:

- Plan and implement integrated strategies to grow Waypoint's base of support among individual donors at the <\$5,000 level across digital, email, direct mail, and other channels.
- Develop, execute and optimize giving campaigns, including print digital, email, direct mail, and social media efforts and manage paid digital marketing to support fundraising.
- Lead fundraising and list-building campaigns from strategy through to execution, including writing copy and campaign briefs, timelines, data segmentation, A/B testing, optimizations and KPI results monitoring.
- Create and maintain online donation forms and fundraising pages and stay informed of technology advances.
- Establish and maintain annual campaign plans and activity calendars that are integrated with other Fund Development activities like events and stewardship.
- Establish and monitor annual goals, plans, metrics and budgets to grow effectiveness and efficiency of programs.
- Lead the growth of monthly giving, including implementing acquisition, engagement and retention strategies.
- Identify and implement other individual giving opportunities and programs that engage diverse and next generation donors to secure revenue.
- Oversee data integrity to ensure that donor and prospect data is up-to-date and accurate and that all interactions and engagements are tracked to support segmentation
- Manage and optimize tribute/memorial programs and develop employee/retiree giving programs
- Monitor and research the giving landscape for new fundraising or engagement opportunities to grow this portfolio.
- Collaborate with Fund Development colleagues on a range of digital and in-person events that mobilize donors and the communities Waypoint serves.

REQUIREMENTS/QUALIFICATIONS

- Bachelor's degree in fundraising, sales, and marketing or non-profit/volunteer management is required.
- CFRE designation, current or past membership in the Association of Fundraising Professionals (AFP), Association of Healthcare Philanthropy (AHP) or related organization is preferred.
- Minimum 3-5 years of demonstrated fundraising leadership experience
- Advanced knowledge in Health care, hospital and mental health fundraising needs and methods including fundraising current trends; online and offline solicitation; platforms and applications that can increase revenue.
- Canada Revenue Agency guidelines; fundraising plan elements and materials needed for development and implementation of an integrated fundraising program; lead generation.
- Current and evolving trends and innovative practices in individual giving
- Facilitation and training methods for coaching others and engaging individuals
- Computer software including proficiency in Microsoft suite of products, donor database software.
- Results oriented work ethic to work independently and undertake tasks needed to accomplish work objectives and deliver quality, consistent and timely results.
- Leadership skills in order to engage and support staff and volunteers in fundraising activities.
- Interpersonal skills to work collaboratively with others to achieve common goals through effective teamwork, understanding of the role and aligning activities with Waypoint's Mission, Vision and Strategic Plan.
- Organization skills to prioritize work, meet deadline requirements, be adaptable in a fast-paced environment and successfully manage multi-functional or diverse initiatives.
- Willingness to model and promote core ethical practice, Waypoint Values (care, respect, accountability and innovation) and Code of Conduct with both internal and external stakeholders, adheres to the highest ethical standards; reflects optimistic and positive attitude.
- Bilingualism in French/English an asset.
- Must be willing to travel.

HOW DO I APPLY?

Waypoint employees apply through the Employee Self-Service portal at <https://employees.waypointcentre.ca> and external applicants apply to http://www.waypointcentre.ca/i_want_to_join_your_team by close of business (4:00 pm) on **February 17, 2025** quoting Job ID WC24-401. Attach your cover letter and resume detailing why you are interested in this opportunity and how you meet the qualifications and key accountabilities specified.

We are committed to diversity in the workplace and workplace well-being. As such, applications from individuals from diverse backgrounds such as First Nations, Inuit, Métis, members of a visible minority group, those with lived experience of mental health problems or illnesses, as well as people with disabilities are welcomed and encouraged. Accommodations are available upon request for candidates taking part in all aspects of the selection process.

Waypoint is on the traditional territory of the Anishinabek, which include the Odawa, Ojibwe and Pottawatomi Nations, collectively known as the Three Fires Confederacy, the Haudenosaunee (6 nations/Mohawk of the Wahta Community), Huron, Wendat and Métis. We acknowledge and affirm our commitment to improving relationships between nations and to improving equity for Indigenous communities residing in the central north region of Ontario.