

Manager, Legacy Giving

Status: Full-Time - Existing position

Location: Hybrid role – GTAH, Vancouver and Montreal candidates are preferred, but CF Canada is open to individuals who reside outside of these cities.

We are committed to a human-centered recruitment process and **do not use AI tools** at any stage of candidate evaluation or selection process.

Cystic Fibrosis Canada is looking for our next Manager, Legacy Giving to help Canadians with cystic fibrosis (CF) live **W/O Limits**.

Imagine life, health, and hope **without limits**. You can help us lengthen life-spans and improve lives. Ensure CF care and support is available. Increase access to critical medicines. Help everyone in Canada's CF community live fully, beyond the limits of cystic fibrosis.

Are you ready to help Canadians live **without limits**? Apply today and change lives tomorrow.

WHO ARE WE?

Cystic Fibrosis Canada has dramatically changed the cystic fibrosis story, advancing research and care that has more than doubled life expectancy. Since being founded by parents in 1960, Cystic Fibrosis Canada has grown into a leading organization with a central role engaging people living with cystic fibrosis, parents and caregivers, volunteers, researchers and healthcare professionals, government and donors, all working together to change lives through treatments, research, information and support. Despite remarkable progress, the fight is not yet done; there are still Canadians left behind. The organization's goal is to keep pushing until all people with cystic fibrosis can experience a full, healthy life, without limits.

THE ROLE AND IMPACT:

The Manager, Legacy Giving is a strategic fundraising leader responsible for advancing CF Canada's national planned giving program to drive sustainable, long-term revenue growth. Reporting directly to the Director, Philanthropy and Corporate Partnerships, the Manager leads the development, execution, and expansion of a comprehensive legacy giving program that strengthens donor relationships, mitigates organizational risk, and positions CF Canada for future financial stability.

This role moves beyond operational support into program ownership, requiring specialized fundraising expertise, decision-making authority, and cross-department strategic leadership consistent with a manager-level function.

RESPONSIBILITIES AND OPPORTUNITIES FOR GROWTH:

Strategic Planning & Execution (15%)

- Support the development and implementation of Cystic Fibrosis Canada's national legacy giving strategy, aligned with organizational fundraising priorities and long-term growth objectives.
- Responsibility for tracking annual goals and key activities, while monitoring progress to help inform ongoing planning.
- Support the refinement of planned giving policies, procedures and practices to ensure consistency and compliance in collaboration with the Director.

Estate Administration & Donor Stewardship (20%)

- Support the administration of estate gifts, in partnership with the Director, ensuring donor intent is honoured, and documentation is complete and well maintained.
- Assist in building and maintaining relationships with executors, legal advisors, donors, and family members, providing clear and timely communication through the estate process
- Coordinate stewardship and recognition activities for legacy donors and future gift intenders, including management of the organization's legacy society.
- Maintain accurate records and documentation to support strong administration and continuity.

Revenue Growth, Pipeline Management & Relationship Development (20%)

- Support the development and management of a pipeline of planned giving prospects, identifying, qualifying, cultivating, soliciting, and stewarding donors.
- Identify opportunities to expand legacy giving engagement across the donor base and strengthen donor retention.
- Build relationships with professional advisors, including lawyers, financial advisors, trust officers, and estate planners, to support planned giving growth.

Acquisition & Marketing (35%)

- Work with the marketing team to develop and implement marketing and donor engagement strategies that increase awareness and participation in legacy giving.
- Support the integration of messaging and opportunities across annual, mid-level, major gift, event, and campaign fundraising programs.
- Collaborate with internal teams to coordinate participation in national awareness campaigns and support related activities
- Track and share insights on donor engagement and response to help refine messaging and outreach over time

Program Development & Organizational Support (10%)

- Support the development of practical tools, resources, and educational materials that support legacy giving conversations and fundraising efforts across the organization.
- Build planned giving knowledge and capacity among colleagues through coaching, training, and presentations.
- Collaborate with Fund Development, Marketing & Communications, Finance, and Operations to support a coordinated approach to legacy giving.
- Monitor emerging trends and best practices in estate and gift planning and share relevant insights with internal stakeholders.

WHAT YOU BRING:

- Minimum 5+ years of progressive fundraising experience, with at least 1 to 2 years directly in legacy/planned giving.
- Has assisted/led in the solicitation, closing, and stewarding of complex planned gifts, including bequests, beneficiary designations, gifts of securities, life insurance gifts, and other deferred giving vehicles.
- Proven ability to manage both long-term pipeline development and immediate revenue opportunities.
- Some experience working with estate files, executors, trust officers, and legal counsel.
- Comfortable discussing and understanding a range of legacy giving options, including gifts made through wills and estates.
- Experience supporting the stewardship and cultivation of donors making significant or long-term philanthropic commitments.
- Above-average interpersonal and communication skills, capable of acting as a relationship manager for donors and advisors.
- Advanced working knowledge of Microsoft Office Suite, CRM (e.g. Raisers Edge), project management tools (e.g. Asana, Monday.com)
- Advanced Fluency in English (written and oral).
- Post-secondary degree.
- Completed the CAGP Fundamentals or willing to complete.
- Active membership in the Canadian Association of Gift Planners (CAGP) or willingness to become a member and attend educational activities, to further learn the craft.

WHAT WE OFFER:

- Collaborative, dynamic, and passionate work environment, with colleagues who are driven and motivated for this community.
- RRSP and Benefits programs and 4 weeks' vacation with the office closed during the week of Christmas.
- A company culture rooted in empathy, accountability, collaboration, and innovation.
- Flexible working schedule.

To apply, please submit, in confidence, a resume along with a cover letter that sets out your interest and experience for the role. Please include your salary expectations for the role in your cover letter. Please send your resume to:

Vesna Markovic, Director of Research & Operations | 647 608 3595 | vesna@searchsmart.ca

Cystic Fibrosis Canada thanks all applicants in advance. Only those candidates selected for an interview will be contacted.

Deadline to submit your application: Open until filled

Cystic Fibrosis Canada is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to culture, ethnicity, race, color, religion, beliefs, gender, gender identify or expression, sexual orientation, nation of origin, genetics, disability, age, or veteran status.

We will be happy to work with applicants requesting accommodation at all stages of the hiring process.

For additional information on our values (Connected, Inclusive, Impactful and Bold), Cystic Fibrosis Canada and the courageous fight being waged against this disease, please visit www.cysticfibrosis.ca