



## Haven Society Job Description

**Job Title:** Manager, Communications and Resource Development (Management/exempt)  
**Reports to:** Executive Director  
Liases with Board of Directors  
Liases with Membership Committee

**Direct Reports:** None

### **Position Purpose:**

The Manager, Communications and Resource Development is responsible for:

Establishing and maintaining communication strategies for internal and external stakeholder engagement.

Developing, implementing and evaluating effective fund development strategies, including annual campaigns, donor communications, and management of grant opportunities to meet the needs of the Agency.

Skillfully creating a professional marketing plan, ensuring Haven Society's brand services and mandate are recognizable in the community.

Oversees the work of staff and volunteers as it applies to their role, including hiring, orientation, training, supervision, evaluation, and other human resource functions, as required, within a unionized environment.

They will provide ongoing support to the Board of Directors, Executive Director and Haven's Management team as assigned.

They will lead and works by example, demonstrating and supporting Haven's strategic direction, vision, mission and principles-

The following are key duties and responsibilities for this position.

### **Duties and Responsibilities:**

- Utilizing Haven Society's strategic direction, develops, implements, and evaluates a communication plan, including a social media strategy, to advance audience size, demographics and community engagement and education.
- Manages all social media accounts to include posts and responses, reporting response rates and analysis for the Agency
- Prepares all communications on behalf of the Agency, including responses to news media with Executive Director approval.
- Prepares the Annual Report under the guidance of the Board and Executive Director

- Designs and implements an Annual Fund Development Strategy, including planned giving, to support the delivery of Haven Society's programs and services
- Sources and applies for government and private grants to move forward the mandate of the Agency, with Executive Director approval
- Builds strong partnerships with current and potential supporters, implementing the Agency's Donor Recognition Matrix Tool
- Builds and maintains community relationships, managing all event promotions
- Develops and maintains a photo library and applicable privacy requirements for media and public relations images
- Develops and implements a consistent brand strategy to increase Haven Society's visibility and impact in the community
- Develops marketing collateral and content for a variety of platforms including the Agency's website, newsletters, social media, etc.
- Manages Haven Society's website including design, maintenance and continual review of content quality
- Participates as a member of the Management Committee to support the overall activities at Haven Society.

#### **Key skills and abilities:**

- Experience in managing a diverse portfolio of internal and external stakeholders
- Experience in leading and integrating Social Media platforms
- Exceptional written, verbal, and interpersonal communication skills
- Experience with donor database software
- Experience successfully growing and fostering donor support through various appeals
- Event management experience
- Working knowledge of Donor Bill of Rights & Donor Privacy Act
- Intermediate to advanced knowledge and experience with Microsoft Office, Outlook, Word, Excel, Power point.
- Exceptional organizational and time management skills
- Experience with donor management systems (Sumac preferred)
- Ability to effectively prioritize deliverables in an ever changing, fast paced environment

#### **Qualifications:**

- Post secondary degree in Communications, Business Administration, Public Relations or related field; equivalent experience may be considered
- 3 – 5 years experience in strategic communications, marketing, or fundraising required
- Professional certification (CFRE) or equivalent considered an asset

Haven Society values diversity and is committed to an inclusionary hiring practice. Haven welcomes applications from women who are indigenous, members of minority groups, women with disabilities, minority sexual preferences, gender expressions or identities and others who may contribute to diversity. Applicants must be female from birth or self-identify as female. All qualified applicants are invited to apply.