



BCCDC Foundation *for* Public Health

Driving Innovation. Advancing Service.

Title: Development and Communications Manager

Salary: \$60-70K, commensurate with experience; benefits top-up; excellent vacation package

Duration: 18 months with possibility of extension

The **BCCDC Foundation for Population and Public Health** (BCCDC Foundation) works in partnership with the BC Centre for Disease Control (BCCDC), and other stakeholders to improve public health outcomes. The BCCDC is BC's government public health agency and provides health promotion and prevention services, harm reduction programming, analytical and policy support to government and health authorities, and diagnostic and treatment services to reduce communicable and chronic disease, preventable injury and environmental health risks.

As the philanthropic partner of the BCCDC, we convene, collaborate, and leverage relationships with internal and external partners to *drive innovation that advances population and public health services* for British Columbians. Established to protect and promote health, prevent harm, and prepare for threats by inspiring vision and philanthropy, the BCCDC Foundation envisions *people living in health communities protected from infectious disease and environmental health hazards through innovative research and collaborative public health solutions*.

Our three priority areas are: reducing harms; addressing threats; and emerging areas, and we support key projects within each priority. Currently, we find ourselves in an unprecedented situation with the pandemic. We were one of the first charities in Canada to act and respond to COVID-19, and as a public health charity and primary partner to the BCCDC, this work will continue to be a key priority.

The Foundation operates as a tax-exempt charity with its own Board and administration; as such, it is an arm's length organization in place to support the BCCDC and public health broadly. Though a distinct entity, the Foundation is embedded within the BCCDC, allowing for unique functional and structural synergies, both within BCCDC and with other government entities.

Position Summary

The BCCDC Foundation is seeking a Development and Communications Manager to work with the Executive Director to develop, oversee, and implement fund development and communications strategies. This position is responsible for leading fundraising direction and specific strategies, identifying fundraising opportunities, and developing and overseeing implementation of marketing/communications direction. This position supports the Executive Director in achieving the strategic plan objectives and priorities, organizational and financial growth, successful growth of our influence and impact as a public health charity, and mission of the BCCDC Foundation. This includes leveraging key relationships and contacts, and requires an understanding of fundraising for health research and the healthcare landscape in BC and Canada. This position reports to the Executive Director, and provides daily oversight and work direction to the Development and Communications Coordinator.

Duties and Responsibilities

Fundraising Duties (75% of role)



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- With Executive Director, develop, oversee, and implement annual and multi-year fund development strategy
- With Executive Director, develop fundraising priorities and opportunities for research and other activities in public health, and source restricted/priority project and unrestricted funding
- Lead the identification, cultivation, solicitation, and stewardship of potential partners, donors, funders, and sponsors
- Oversee and direct overall fund development business functions with Development and Communications Coordinator, including: gift processing, fulfillment and receipting, updating donor records, and departmental processes
- Develop relevant policies when needed and review existing policies in accordance with schedule
- Develop, advance, and report on fundraising goals, activity targets, progress, and metrics
- Work with BCCDC researchers and staff, UBC researchers and staff, non-profit, for-profit, and government stakeholders on fundraising and engagement activities
- Work with Board, BCCDC personnel, and other partners to ensure alignment and integration of objectives and priority areas
- Lead optimization of website, emails, and social media channels to encourage charitable giving
- Participate in and prepare reports for Board and committee meetings, and other meetings as required
- Remain current on charity-related legislation, ethical practices pertaining to fundraising, and other privacy/compliance legislation
- Oversee and participate in development of fundraising content for print and web, including for stewardship, solicitation, and cultivation purposes, e.g. case documents, stewardship pieces
- With Executive Director, develop and manage departmental budget, aligning with annual organizational operating budget
- Perform other related duties as required

Marketing/Communications Duties (25% of role)

- With Executive Director, develop and oversee implementation of marketing and communications direction, strategies, and objectives to increase engagement and attract new audiences, including media engagement and thought leadership opportunities
- With Executive Director, develop an annual communications plan that raises the profile of the Foundation, its strategic priorities, and image in the public sphere
- Oversee and collaborate with Development and Communications Coordinator on social media, collateral, materials, campaigns and reports, and overall implementation of communications strategy and direction
- Identify new opportunities and partners for special events, brand activation, and profile-raising
- Develop, oversee, and report on special campaigns
- Develop and oversee implementation of processes to ensure efficiency and effectiveness
- Identify and oversee progress and reporting on key metrics, targets, and goals related to overall strategy, social media, and special campaigns
- With Executive Director, develop and manage departmental budget, aligning with annual organizational operating budget
- Perform other related duties as required



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Requirements

- Minimum of 5-7 years experience in fundraising and donor relations, including prospect research, proposal writing and grant writing; CFRE designation desired
- Minimum 3-5 years experience in marketing, communications, or a relevant combination of education and experience
- Managerial/supervisory experience required
- Post-secondary education in public health, health-related field, or science desired; or a relevant combination of education and experience with knowledge of BC health system/research desired
- Demonstrated track record to set and direct targets to meet fundraising, communications goals
- Experience in public relations, media engagement, communications, events, and building audiences either online or offline; and strength in government relations an asset
- Strong proficiency in social media and digital marketing
- Excellent writing abilities for different channels (reports, social media, email, etc)
- Skilled in creating, editing, and promoting written and visual content
- Excellent organizational skills to work independently and coordinate projects
- Excellent communicator, presenter and creative thinker, with an ability to use both data and intuition/experience to inform decisions
- Proficient in relevant computer applications, especially Microsoft Office programs
- Knowledge of HTML, social media management programs, Mailchimp, Wordpress
- Experience with DonorPerfect, or other CRMs, required
- Proficiency in marketing software, tools and techniques and experience with graphics program, such as Canva, an asset
- Experience with Google Analytics and web analysis tools an asset
- Knowledge of charity-related legislation, ethical practices pertaining to fundraising, and other privacy/compliance legislation

This is an unparalleled opportunity for someone looking to implement strategic fund development and marketing/communications plans, in a unique role that recognizes fundraising success requires a solid foundation in communications. Recently, the BCCDC Foundation underwent a critically important planning process that allowed us to take on an expanded portfolio in communications and fund development activities: this position is well-suited to someone who is excited by this opportunity, and wants to be part of building an innovative organization. You will work closely with a small but strong, creative team, to grow our influence, reputation and impact. To be successful, you must recognize opportunity, and know how to capitalize on it with minimal supervision. You must be self-motivated and tenacious, able to deal with the unexpected, and not afraid of challenges. At this time, the team is working remotely and will likely continue to do so for the foreseeable future. Therefore, you must be able to successfully and comfortably manage time, tasks, and work functions via telecommuting.

Application deadline: ~~September 21, 2020 by 9:00AM~~ – Extended to October 5, 2020 by 4:00PM

Please email cover letter and resume to: BCCDC Foundation for Public Health info@bccdcfoundation.org

We would like to thank all candidates. However, only those selected for an interview will be contacted.