

COORDINATOR, COMMUNITY & STRATEGIC INITIATIVES

Summary

Working closely with the Director, Community & Strategic Initiatives, the **Coordinator, Community & Strategic Initiatives** supports activities that empower, enable and steward external community support for the Friends of The Moncton Hospital Foundation—specifically, the *NB Ride Against Cancer*, third-party fundraising activities and initiatives, as well as other Foundation-led fundraisers.

Major Responsibilities

- **NB Ride Against Cancer**

A member of the Ride planning team, oversees all aspects of the one-day sub-event including, but not limited to

 - setting and managing event milestones and deadlines
 - managing site logistics
 - identifying and securing sponsorships—cash and in-kind
 - advising on promotional planning and activities
 - supporting and communicating with participants, volunteers, sponsors, and key donors.

- **Third-party fundraising activities and initiatives**
 - Vetting fundraising ideas and event applications to determine synergy with the Foundation’s mandate and level of fundraising potential
 - coaching and guiding individuals and groups to successfully plan and execute fundraising initiatives and activities
 - providing information and links to resources on an as-needed basis (e.g. Canada Revenue rules, access to online platforms)

- **Donor Cultivation and Stewardship**
 - Works with the Donor Relations Officer to evaluate the strategic, cultivation and stewardship needs of each fundraiser, whether its an individual or group, then designs, plans, and executes a series of touch points to meet those needs.
 - Support the donor appreciation program by tracking the progression of cumulative financial contributions in accordance with the recognition levels.

Fundraising Administration

Performs tasks and duties that either have the potential to or directly impact fundraising, including

- thanking donors and fundraising leaders
- maintaining and updating customer relationship management software Raiser's Edge (Blackbaud) and Raisin
- attending special events
- coordinating sponsorship and grant proposals
- attending Board meetings as necessary
- other miscellaneous duties or tasks.

Qualifications

Education and experience

- Post-secondary degree or diploma, preferably in a related field such as commerce, business administration, marketing, public relations, event management, or fundraising.
- Ideally two or more years of fundraising experience.
- Experience with social media and digital fundraising platforms and tools; Raiser's Edge and Raisin an asset.
- Experience working with volunteers in a leadership position.

Abilities and attributes

- Passion for events—from concept, to planning, through to execution and post-event follow-up.
- Demonstrated strong initiative, able to work independently and be flexible in a small team environment.
- Adaptability to fluid fundraising situations and external factors affecting the fundraising initiative or activity.
- Excellent organizational and problem-solving skills.
- Able to prioritize and manage multiple responsibilities in a deadline-driven environment.
- Excellent oral and written communication skills, preferably in English and French.

- Strong customer service orientation, able to build and maintain productive working relationships with all stakeholders.
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Reliability and flexibility

- Able to work irregular hours when occasionally required.
- Able to regularly attend work.
- Able to perform all duties of the position.
- Good work record.

Salary range

\$47,000 to \$63,000