



## **Job Title: Donor Relations and Communications Officer (Full Time)**

**Reports to: Chief Executive Officer (CEO)**

### **Job Description & Position Overview**

Reporting to the CEO of George Jeffrey Children's Foundation, the Donor Relations and Communications Officer assists with the Foundation's fundraising activities. The Donor Relations and Communications Officer is a key representative of GJCF and is often the first point of contact for donors, supporters and community partners. The Donor Relations and Communications Officer must be a self-starter with versatility and a talent for collaboration. Excellent interpersonal skills, integrity, confidentiality and discretion are a must as is a passion for children's care.

The Donor Relations and Communications Officer will play a vital role in fostering relationships with donors and stakeholders while developing and implementing communications strategies that elevate the Foundation's mission and impact. This role combines donor engagement, stewardship, fundraising support, and communications expertise to ensure the Foundation is building lasting partnerships that help sustain its programs.

### **Key Responsibilities**

#### **1. Donor Relations & Stewardship**

- Provide excellent donor relations and stewardship by being a strong relationship builder through personalized and effective engagement;
- Ensure consistent communication and acknowledgement of donor and sponsor contributions;
- Conduct regular outreach, including calls, meetings, and donor visits, to cultivate relationships with new and existing supporters;
- Track and report on donor engagement using the database and update the CEO accordingly.

#### **2. Fundraising**

- Collaborate with the CEO to develop the annual operating plan, fundraising strategies and content including annual fundraising campaigns i.e., direct mail, monthly giving;
- Assist with the preparation of fundraising materials, such as proposals, case statements and grants;
- Plan and execute the annual golf tournament, which includes sponsorship solicitations and volunteer coordination;
- Seek and work with third party event providers;

- Provide occasional evening or week-end work in order to attend donor engagement activities and/or events.

### 3. Communications and Marketing

- Develop and execute a comprehensive communications plan that raises awareness of the Foundation's mission, programs, and achievements;
- Create compelling content for a variety of platforms, including newsletters, website updates, press releases, social media, and annual reports.
- Manage the Foundation's social media presence, ensuring engaging and regular content that reflects the organization's values and impact.
- Maintain the Foundation's brand voice and ensure consistency across all communications.
- Liaise with external media and community organizations to promote Foundation activities and events.

### 4. Database Management & Reporting

- Oversee donor database management to ensure accurate records of contributions, donor preferences, and engagement history;
- Generate regular reports on donor activity, engagement outcomes, and communications metrics to inform strategy;
- Analyze donor trends and provide insights to refine stewardship and engagement practices.

### Qualifications

- Post-secondary education is required; a degree or diploma in communication, marketing, or other relevant area of study is preferred;
- Excellent communication skills, both written and oral;
- Experience in the fundraising sector is an asset;
- Event and/or project management experience;
- Proficient with social media and other marketing applications;
- Sound knowledge of Microsoft Office applications;
- Proven experience in building relationships with stakeholders;
- Experience working with volunteers;
- Strong organizational skills;
- Familiarity with graphic design – i.e. Canva
- Sense of humour, energetic and positive attitude;
- Police Vulnerable Sector Check will be required;
- Valid driver's licence and access to a vehicle is a **must**.

Please note: Occasional travel maybe required to attend events or conferences for professional development.

### About George Jeffrey Children's Foundation

George Jeffrey Children's Foundation is the fundraising arm for George Jeffrey Children's Centre. The Centre is a paediatric outpatient health centre that provides specialized care for children and youth with varying abilities. Together we are helping children reach their greatest potential.