

JOB DESCRIPTION (Under Review)

I. IDENTIFICATION

TITLE: Manager, Major Gifts
LOCATION: Director of Fundraising
LOCATION: Toronto, Ontario
DATE: February 2019

II. GENERAL SCOPE

The Manager, Major Gifts provides strategic, operational, expert leadership and direction for Amnesty International Canada's Major Gifts program. This national program aims to cultivate a growing number of philanthropic relationships with high-net-worth individuals, foundations, donor advised funds, giving circles, companies, and local associations across Canada.

As an inspiring leader, with knowledge and practical experience of Canadian philanthropy, the Manager will be directly supervised by the Fundraising Director and will be an important member and contributor to the Fundraising Management Team. The Manager will inspire, mentor and coach members of the major gifts team, and provide solid leadership of the major gifts fundraising strategy. As well as possessing natural relationship building skills, the Manager will value and connect with Amnesty's broad base of activists, supporters and generous donors who campaign on behalf of human rights.

The Manager will be a natural relationship builder, and passionate advocate for justice, possessing experience and knowledge in building trusting and lasting relationships with colleagues, donors and stakeholders such as volunteers and advocates. Throughout their work, all Amnesty International Canada managers must demonstrate commitment to gender equity, integrate the perspectives of youth, and address the broader goals of diversity, equity, inclusion and anti-oppression.

The Manager will possess the ability to build trust and confidence, work with allies internally to get things done, and partner with the Executive Director, Secretary General and the International Secretariat to share global best practices in cultivating philanthropic relationships and articulating Amnesty's case for support.

We are specifically seeking skills that will grow our existing major gifts income and open new ways of working with loyal and committed donors in the human rights arena.

III. PRINCIPAL RESPONSIBILITIES

1. Provide strategic leadership and direction to the Major Gifts team, including the development of an ambitious operational plan to optimize relationship fundraising techniques and income growth opportunities.

2. Build strategic leadership and support to the Major Gifts team, including the development of annual plans which support the Major Gifts programs. This includes, work planning, performance reviews, and training plans, etc.
3. Build and introduce effective systems for donor cultivation and attracting new philanthropic support. This includes, recommending and implementing the best identification, research, prospect management, and donor care techniques to expand the team's capacity for acquisition, retention, and growth of major donor and foundation revenue.
4. Possess and share knowledge of external market trends and attitudes among philanthropic circles. Specifically identify opportunities to increase funding for human rights programming through special projects, matched gift programs and giving circles.
5. Work with their own portfolio of major donors and prospects, with their own revenue targets.
6. Work with other fundraising staff and teams, and teams in Activism, Campaigns and Communications to build a holistic approach to prospecting and engagement.
7. Manage budgets for income and expenditure; track progress against budgets, and report regularly on key metrics and performance. Provide reports for the management team and board as required.

Secondary responsibilities

1. Participates fully in the Fundraising Management Team and takes on work from this group as needed, including providing support for the Fundraising Director and being the designate for various projects as needed.
2. Liaises with the Director of Finance & Administration (and other team members as needed) in matters related to budgeting, calendarization of revenue and expenses, assignment of account numbers and other items of mutual relevance to the Finance & Administration and Fundraising Teams.
3. Participates in meetings and projects with the Digital Communications Team as needed.

IV. DECISION MAKING

The Manager decides on their own work priorities, giving consideration to deadlines, and is required to exercise a broad range of discretionary decision-making and problem solving relative to the responsibilities outlined above. This decision-making and problem solving involves contact with a wide spectrum of people from staff, Amnesty members and contributors, and others outside of Amnesty. The Manager is expected to take a great deal of initiative in accomplishing the role.

V. REPORTS REQUIRED

1. Monthly reports to the Fundraising team
2. Contributes information on the fundraising programs through the Management Report to the board.

VI. RELATIONSHIPS

1. External:

The Manager may be required to communicate, liaise and otherwise work with suppliers of fundraising services relative to major gifts. In addition, the Manager may consult with other charitable or non-government organizations in terms of outreach, partnership and cooperation concerning fundraising and data processing activities and with members of professional fundraising organizations.

2. Internal:

Reports to the Fundraising Director.

Works closely with the Major Gifts Team members and members of the Finance and Administration Team who are responsible for the administrative aspects of the Fundraising program, including the Director of Finance and Administration.

Interacts directly, as required, with members.

3. Meetings:

The Manager will hold regular meetings with staff and will meet regularly with the Director of Fundraising. The Manager will participate in meetings of the full Fundraising Team, and from time to time may be asked to participate in Strategy Unit meetings, and to join management training sessions when they are related to personnel management. The Manager, the Fundraising Director, the Manager of Annual Giving, Supporter Services and Data and the Manager of Digital Communications currently form the management team in the fundraising department.

VII. REQUIREMENTS

1. Education or Equivalent Experience

- University degree
- CFRE desirable

2. Demonstrated Experience / Abilities

- Minimum of 3 years' experience in a senior fundraising position
- Minimum of 3 years' experience managing 2 or more staff
- Excellent communication skills including strong writing and editing
- Excellent organizational skills and ability to meet deadlines and juggle many projects at the same time
- Ability to connect and communicate effectively with a diverse range of donors and prospects
- Ability to lead, mentor and coach staff in the teams
- Demonstrated problem-solving skills and experience
- Well-developed sense of responsibility and priority setting
- Demonstrated proficiency with databases (e.g., iMIS), data management and analysis
- Fluency in Microsoft Office, Outlook, Excel, PowerPoint and internet search engines
- Knowledge of social media platforms, e.g. Twitter, Facebook, etc. is an asset
- Possess a valid driver's license, access to a vehicle, and ability to drive to donor meetings/events as required.

3. Interpersonal Skills

Must have strong relationship building skills, and proven team management ability, matched with a keen interest in people, ethical values, and compassion for those whose human rights are abused around the world. Must demonstrate practices that positively contributes to an environment that fosters diversity, equity, inclusion and anti-oppression.

The Manager will be required to work cooperatively with Management colleagues, Branch Staff and members and the general public.

Experience working in a diverse workplace is highly required, as are proven cultural competencies and a commitment to diversity, inclusion, equality and access.

As a supervisor, the Manager must be able to problem-solve effectively on a day-to-day basis, and should be adaptable, flexible and able to interact on an objective level. A well-developed sense of responsibility and priority setting is required.

Excellent organization skills and ability to meet deadlines and work under pressure is essential.

6. Communication Skills

Must demonstrate the ability to listen and contribute to consensus-building in a team environment. Sensitivity and tact are required when dealing with the membership, and all other Amnesty contacts, concerning fundraising.

The regular and accurate exchange and receipt of all types of Amnesty-related information - with a large number of people - will be ongoing and essential to the well-being of the Branch. This exchange must be accomplished in the spirit of cooperation and progressive accomplishment.

7. Initial Training

Detailed familiarization with Amnesty, its work and mandate, organizational structure and culture, will be learned on the job. Time required to reach full competency in the position should be six months.

VIII. WORKING CONDITIONS

1. Environment

Informal, responsible working environment. Telephone (with voice mail) and all necessary furniture. Laptop connected to Local Area Network with e-mail capabilities. Use of personal cell phone/device will be necessary for which a cell phone/data plan stipend is provided.

2. Deadlines

Timing is crucial to fundraising schedules and deadlines are constantly in view for fundraising proposals, projects and other initiatives.

Disruptions will occur requiring the reordering of priorities to meet and/or accommodate deadlines. Also, demands on fundraising staff and fundraising activity are cyclical requiring greater or lesser effort on varying tasks at different times of the year.

3. Overtime & Travel

Periodic travel between Toronto and Ottawa is required for meetings, as well as other travel for donor visits and events, and Amnesty global meetings.

Travel, evening and weekend work will be expected more than 12 times per year.