

Job Posting Director of Development and Marketing

YSM is the vibrant, local Christian development agency that is leading an infectious movement – going beyond meeting immediate needs by offering holistic programs and a pathway that can transform the lives of people living with poverty in Toronto from merely surviving to thriving. Reporting to the Vice President of Philanthropy, YSM is seeking a full time, **Director of Development and Marketing** to develop and oversee a comprehensive annual fund strategy, including direct marketing, mid-level donors, donor care, gift in kind, marketing, communications and fundraising events.

The ideal candidate is a strategic, experienced leader who can grow annual revenue requirements of The Yonge Street Mission through multi-channel annual fund donations as well as through the execution of successful fundraising events while enhancing YSM's brand image and position through marketing and communications.

Key Responsibilities:

- Develop and oversee a comprehensive multi-channel annual fund strategy, including direct marketing, digital, monthly, third party, tribute giving and fundraising events.
- Develop and oversee the planning and execution of special fundraising events as specified in the development plan to generate funds for the organization, including corporate sponsorships.
- Oversee the direct management of the annual fund staff team including donations processing and donor care.
- Oversee the administration of the donor database including donations processing and donor care functions, which respect the privacy and confidentiality of donor information.
- Oversee the management of agency partners and vendors to ensure best possible fundraising outcomes.
- Develop and oversee stewardship of annual individual and corporate donors.
- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fund raising processes are carried out in a timely manner.
- Oversee the internal and external communications and marketing function responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program/plan in support of YSM's goals.
- Manage strategic donor and stakeholder relationships.
- Implement the fund development plans in accordance with ethical fundraising principles.

Qualifications:

The successful candidate will have the following skills and training:

- Demonstrated life commitment to YSM's Articles of Faith, principles of mission and values
- Post-secondary education, and 9-10 years of related experience
- Well rounded knowledge of all development functions
- Well rounded knowledge of marketing and communications functions
- Demonstrated experience effectively leading, managing and developing people
- Knowledge of fundraising management, special events planning
- Knowledge of federal and provincial legislation affecting charities
- Certified Fund Raising Executive (CFRE) designation is an asset
- High attention to detail
- Experience in working with Raiser's Edge preferred
- Ability to multi-task, be proactive and set priorities with a sense of urgency



- Excellent writing and communication skills
- Keen understanding of budgeting processes and data management
- A police check will be required / First aid training is an asset

Send resume, cover letter with salary expectations in confidence to: people@ysm.ca include in the email subject line: "Director of Development and Marketing".

While we appreciate all responses, only candidates under consideration will be contacted. Learn more about YSM at www.ysm.ca