



Job Posting
Hamilton/Burlington SPCA
Manager, Giving Programs and Special Programs

Position: Manager, Giving Programs and Special Programs
Position: Full -Time Monday to Friday, Weekend and evening availability
Location: Hamilton – Office/Shelter
Date Posted: Monday June 20, 2022
Date Closes: Open

The Hamilton/Burlington SPCA (HBSPCA) is a leader in animal welfare in the Golden Horseshoe and one of Ontario's most progressive animal welfare agencies. Our aspiration is keeping pets and their people together. Service to community supports pet parents, delivers early intervention for pet health and wellness where pet families live, and is guided by the benefits of the human animal bond.

The HBSPCA is a not-for-profit animal welfare organization largely supported by donors and friends of the animals. Relations with donors are of top importance; donors make miracles happen every day for animals in the community and in care.

The Position

As an integral part of the Development Department Team the Manager of Giving Programs and Services is responsible for all aspects of HBSPCA Special Events (includes signature and smaller one-time events), Gaming (includes two lotteries and 50 50 draws), In Kind Donations (includes Amazon/Ren's Wishlist/Internal Operations List), Third Party Events and Cause Marketing Programs (includes Wedding Program). The Manager of Giving Programs and Services reports to the Director of Giving and Community Partnerships.

This job is right for you if:

- You enjoy working with the community and creating long lasting relations ships.
- You enjoy marketing and promotion.
- You really enjoy being creative and thinking outside the box.
- You enjoy real time problem solving, within a dynamic, fast paced environment.
- You have exceptional organizational and prioritization skills with high attention to detail.

As the successful candidate, you will bring your “can do” attitude to fulfill the following responsibilities:

- Responsible to develop and implement strategies to grow annual revenue from the donation of Gift in Kind (GIK) items
- Achieve the annual targets agreed for all areas of the strategy
- Prepare detailed income and expenditure reports for each area of activity, and interpret data to measure effectiveness and return on investment
- Responsible for developing, executing, and achieving annual fundraising goals across programs which include Special Events, Gaming, GIK, Third-Party Events and Cause Marketing Programs.
- Responsible for creating and executing strategy around customized donor/sponsor/participant engagement, stewardship, and recognition tactics to support exceptional experiences, retention, and growth with a strong focus on donors, sponsorship, GIK and major gifts.
- Responsible for developing and executing best practices and procedures and implementing a strategic plan for Giving Programs & Services programs to help reduce the operating and expense costs of the organization.
- Develop, manage, execute, and deliver Giving Programs & Services budget
- Develop, recruit, train and oversee a team of volunteers to assist with special events, gaming, GIK and Third-Party Events/Cause Marketing Programs (Supported by Manager of Volunteer Services)
- Prepare customized funding proposals for qualified prospects for all programs
- Support the development of new, innovative partnerships programs for the HBSPCA
- Responsible to document and update all contact information within the CRM database
- All Other duties as assigned.

Special Events

- Responsible for the special events portfolio for the HBSPCA, ensure that special events meet or exceed revenue and attendance targets.
- Lead all aspects of planning and production from concept development through execution, including proactive coordination of with stakeholders across Development, Marketing and Communications, Volunteer services and other departments.
- Research, identify, pursue, and manage a portfolio of current and prospective event sponsors and participants by building and maintaining relationships to support the work of the HBSPCA.
- Solicit and secure gifts and prizes, in kind sponsorship, mailing, flyer, sign distribution, donor relations and promotion to increase participation in the events.
- Lead volunteer engagement in the events which includes student interns, event volunteers, committee members, summer student interns.
- Source and cultivate strategic partnerships with service clubs and event participants through engagement, networking, and supporting through resource sharing, tools, and best practices.
- Generate all marketing, social media and publicity plans to drive the success of the events.
- Organize online P2P platform and create online fundraising pages for events as needed.

Gaming

- Lead all gaming programs from development to execution including sponsor solicitation, marketing and promotion, budget oversight and evaluation.
- Identify and recommend new opportunities to increase revenue and engagement through other gaming venues (Nevada expansion)
- Responsible for the review, development, and presentation of any Gaming Agreement

- Responsible to oversee the gaming analytics to help determine future strategies

Gift In Kind (GIK)

- Identify and qualify new potential funding partnerships and new opportunities of GIK's through research of current vendors, partners, and donors
- Obtain, build, manage and steward a portfolio of sponsors/supporters/vendors.
- Design and implement effective solicitation strategies that identify and acquire high potential donors
- Execute effective stewardship strategies compatible with the Development department, which focus on strengthening relationships and partnerships
- Prepare materials, cases for support, proposals, presentations, and GIK agreements.
- Responsible to manage all GIK campaigns including but not limited to Online and Internal Vendor Engagement
- Responsible to identify an annual GIK List from internal resources
- Responsible for recognition and communication of donors
- Responsible to manage images, postings, and communication to support the successful implementation and recognition of donors
- Responsible to work with communications to promote advertise and drive GIK through various media options

Third Party Events/Cause Marketing Programs

- Identify and recommend new opportunities to increase revenue and engagement through peer-to-peer, community, and other digital fundraising /donation platforms.
- Manage a pipeline of community partners consisting of individuals, groups, sport teams, workplaces, schools, and other third parties.
- Provide direct account/relationship management to community partners, including fundraising support, technical support, event support (minimal) and stewardship.
- Maintain accurate and consistent community partner activity tracking in Raiser's Edge, organize agreement/contracts and set up promotional opportunities.
- Enhance current stewardship practices for community fundraising.
- Explore and test new methods for donor recruitment and increasing donations
- Responsible to build relationships with existing and prospective donors through regular in-person contact, supported by phone call, letters, surprise and delight gifts and emails
- Responsible to train, motivate, supervise, and retain program volunteers

Qualifications

- A minimum of three years of hands-on experience in managing fundraising events
- Experience managing budgets as well as contract and vendor services.
- Proven ability to successfully develop, cultivate, solicit, close, and steward event sponsors donors
- Outstanding social and relationship management skills
- Highly effective written and verbal communication skills
- Strong analytical and problem resolution skills.
- Demonstrable organizational and project management skills, including staff management and ability to manage multiple projects to deadlines.
- Ability to be flexible in an ever-changing environment.
- Ability to work independently and as part of a team.

- Flexible work hours are required during peak times or system updates.
- Positive attitude a must.

If you are passionate about applying your knowledge, skills, and experience to make a tremendous difference in your organization and expand your career growth, then this role is for you! Please send your letter of interest, resume with salary expectations in confidence to careers@hbspca.com

Requirements

- Must have a valid driver's license
- Employment conditional on ability to work around pet companions
- Agree to and submission of a clean Police Check
- All employees and volunteers are required to be fully (COVID) vaccinated

The HBSPCA offers paid vacation, extended health care benefits and a pension plan with matching contributions.

The HBSPCA is an equal opportunity employer and supports workforce diversity. We welcome and encourage applications from individuals with diverse backgrounds and lived experiences, as well as individuals of all abilities. Should you require accommodation during the recruitment process, please contact the shelter.

We thank all applicants for applying, however, only qualified candidates selected for an interview will be contacted.