

## **The Organization**

Habitat for Humanity is one of the most trusted and recognized non-profit brands in the world. Habitat for Humanity Southern Alberta (“Habitat”) is one of the only affordable home ownership providers in Southern Alberta, addressing a critical need in our community – helping hardworking families achieve housing stability. Through Habitat, kids can put down roots and parents can start planning for a brighter future in a safe and secure neighborhood. With the help of sponsors, donors, community partners and volunteers, Habitat builds quality homes and helps families enter the housing market by purchasing homes through our affordable mortgage program. These no interest mortgage payments are used to build more homes for more families, creating a cycle of paying-it-forward and a sustainable financial model. Home ownership builds long-term stability and independence for families, while offering lasting, tangible benefits to our entire community.

Habitat is also fortunate to have one of the largest and most successful ReStore operations in Canada. The ReStore is a social enterprise that sells new and gently used furniture, appliances, and building materials. Products are donated by businesses and households, and with three retail outlets, the ReStores are a large enterprise, contributing \$1M annually to Habitat’s mission.

Habitat for Humanity Southern Alberta was established in 1990 and now works in the 13 communities across Alberta, managing a portfolio of approximately 250 families, with a \$6M annual new construction program that builds 20 – 25 new homes a year. To date, Habitat has partnered with over 300 families, impacting the lives of more than 900 children.

Habitat is a complex organization with several different operating components to its whole, each bringing its own unique and connected set of challenges: an affordable homeownership program, a construction program, a volunteer program, multiple fundraising programs, a sustainable financial model, land acquisition, community relationship building and the ReStore retail outlets. Success at Habitat is when the entire organization works together to dramatically increase impact, while having fun and learning along the way. The culture at Habitat involves no ego driven mandates and is built on passion and purpose.

## **The Opportunity – Philanthropy Specialist**

The Philanthropy Specialist is part of the team that delivers a strategic community fundraising program that enables individuals and organizations a meaningful and effective way to support working families and their children to achieve strength, stability and independence in our region. Reporting to the Director of Philanthropy, the Philanthropy Specialist is responsible for pursuing gifts from foundations, corporations and service clubs as opportunities arise. The role is also responsible for the Build Day program, Women Build program and third-party fundraising. This role requires skills in fund development, event management, communications, and marketing, to build long-lasting and mutually beneficial partnerships with businesses and community organizations. This position has dotted line integration relationships with all other Habitat departments.

## Key Responsibilities:

### 1. Fund Development Support and Participation

#### Sponsorship and Grants

- Write and present effective sponsorship proposals to existing and prospective donors
- Manage sponsorship agreement components to ensure all parts are executed
- Complete sponsorship reports; recognition calendar
- Develop a strategy to ensure an ongoing stream of communication to sponsors
- Grant writing - write and submit applications to foundations, corporations and service clubs for gifts in the \$5K to \$50K range

#### Individual Giving Program

- Working with the Director of Philanthropy and the Marketing and Communications team, develop content appropriate to the effective promotion of the fund development program, including the development of fundraising tactics and web/digital platforms
- Implement and manage digital, peer-to-peer fundraising campaigns

#### Major Gifts Stewardship (in the \$5K to \$50K range)

- Working with the Director of Philanthropy, create impactful stewardship reports for major donors
- Identify opportunities to move corporate and community Build Day groups into major giving

### 2. Communications and marketing

- In collaboration with the Marketing and Communications team, coordinate:
  - Development of fund development marketing material for a variety of audiences (posters, holiday cards, letters, brochures)
  - Development of donor focused stories for digital platforms, reports, updates and other material
- Digital content management:
  - Set up and administer online information and scheduling for database cultivation and Habitat signature events (Salesforce, Rallybound software experience is an asset)
  - Set up digital fundraising pages
- Clear articulation of Habitat's mission to a variety of stakeholders

### 3. Event Management

- Manage HFHSA events, including:
  - Home dedications, casino events, volunteer recognition events
  - Ground breakings
    - Liaise with construction, family services and volunteer services
    - Manage invitation lists and arrange for food and gifts for donors
    - Facilitate meetings between families and donors

- Coordinate speaking notes
- Work with marketing to coordinate media
- Third Party Events
  - Primary point of contact, administration and organization, follow up and in house support for third party events
- HFHSA Signature construction event
  - Management of Build Days, including logistics and vendor relationships, marketing, coordination and integration with the construction and volunteer teams
  - Cultivate long-term relationships with Build Day groups
  - Evaluate, assess, and practice continuous improvement

#### **4. General**

- Communicate to all partners the unique impact and Habitat case for support
- Work with staff to develop and implement CRM processes, which record program activities and donor interactions, support donor relationships, analyze and plan future engagement, and comply with tax receipting requirements
- Actively research trends, issues and best practices in fundraising program innovation, including fundraising platforms; make suggestions for improvements
- Work collaboratively with fund development and marketing teams to analyze the successes and opportunities for improvements of past campaigns; build or support and implement effective individual giving, and major event (Women Build) campaigns

#### **Core Competencies and Qualifications:**

- A university degree or equivalent experience, with a minimum of 3-5 years' experience in fund development, marketing, communications or business
- Must be comfortable talking with senior leaders, board members, and stakeholders, volunteers and donors
- Strong, comfortable and current with online technology platforms and CRM's
- Excellent communication (both verbal and written), relationship building and interpersonal skills
- Strong event planning and organizational skills
- Demonstrates great judgment and nimble thinking
- Ability to work in a multi-cultural environment and implement practices supportive of diversity
- Welcomes responsibility and enjoys taking on a challenge
- Access to transportation required
- Some evenings and weekends may be required

Please direct all inquiries and applications to Tamara Cohos at [tamaracohos@tbcsearch.com](mailto:tamaracohos@tbcsearch.com) in Word or PDF format.

We thank all applicants for their interest. Only candidates being granted an interview will be contacted.