



## Community Relations Manager Job Description

Responsible for ensuring the successful preservation and restoration of a unique 913-acre land reserve, *rare* is located in one of the fastest growing areas of the country. Its lands provide a natural laboratory for scientific study, related education and passive recreation programs.

The *rare* Charitable Research Reserve is looking for a full-time Community Relations Manager, whose primary responsibility is ensure the successful completion of the organization's major capital campaign with its associated operating fund. Reporting to the Executive Director, this senior position is responsible for developing a comprehensive program that will give all stakeholders opportunities for involvement, one that will interpret *rare* and its needs to the broader community in order to build support – both political and financial – for its mission and programs.

The position is responsible for all aspects of the organization's fundraising campaign and community relations activities, including overseeing the development of goals and key messages, promoting awareness of the charity's vision and objectives, establishing and cultivating donor relationships, ensuring effective communications, and involvement strategic and business planning.

### **Related Responsibilities:**

As the chief fundraiser, with responsibility for meeting the organization's fundraising goals, you are in charge of short- and long-term planning, development, delivery and evaluation of a comprehensive integrated overall fundraising and communications plan for the organization. Specifically this position will, but is not limited to:

- Be responsible for reviewing goals and ensuring the strategy to meet these goals;
- Work with the charity's consultants and advisors to meet goals and gather relevant information for proposals;
- Work with other staff to develop an effective communications and community relations plan to maximize awareness of *rare*'s value to the community, including the much broader community world-wide;
- Be responsible for the development, implementation and evaluation of all policies and procedures that affect the charity's fundraising, including recognition, code of conduct, etc.;
- Ensure appropriate resources are in place to achieve fund raising targets;
- Recruit, train and support fundraising volunteers;
- Identify, cultivate, solicit and steward relations with prospective and current donors within all sectors, building the donor base and determining the appropriate method of solicitation; often this will involve participation in special events and key program activities, as well as developing relationships with politicians;
- Implement an annual appeal program;
- Prepare and coordinate communications relevant to fundraising and donor relations;
- Oversee donation records and giving history;
- Act as the Privacy Officer for the organization;
- Monitor, assist and write relevant materials such as web site content, newsletters, program descriptions, media communications and so forth; and,
- Carry out fundraising calls as required, working with and overseeing all campaign cabinet activities.

### **Qualifications:**

The successful candidate will have:

- 3-5 years proven fundraising and community relations experience with demonstrated success in managing all aspects of capital campaigns and annual giving programs, including a proven track record in securing significant gifts. International fundraising experience an asset.
- Advanced communication skills, both written and verbal
- Strong research and analytical skills.
- Experience in coordinating a vital volunteer program, with volunteers supporting diverse aspects of the organization.
- Proven ability to network, develop contacts and build relationships in both private and public sectors, and at all levels.
- Excellent interpersonal skills; specifically the ability to motivate, inspire and persuade both internal and external contacts through effective negotiation and decision making.
- University Degree or College Diploma in related field.
- Knowledge of Giftmaker Pro fundraising software, and Microsoft Office applications

**Start Date:** As soon as possible; although the charity keeps a 35-hour work week, additional hours may be required from time to time, including evenings and weekends.

Salary will be commensurate with experience and performance; salary range is \$45,000 - \$55,000.

The position is full-time, permanent offered as a one year contract with possibility of renewal based on performance evaluation and funding.

#### **What to include in application**

- Covering letter with contact information
- Curriculum Vitae
- Name, email and phone for 3 references
- 100 word Statement of Interest; a summary of how you might be able to participate in the vision/objectives of *rare*

**Please submit applications, no later than September 19, 2008 c/o:**

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 Executive Director  
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