

Director, Donor Engagement and Communications

ABOUT PAIN BC

Pain BC is an internationally-regarded charitable organization working towards a future where no one is alone with pain. We enhance the well-being of people who live with pain through empowerment, care, education and innovation. Our roots are in BC, where we offer a range of programs with and for people who live with pain, run education programs for health professionals and where we work with partners to improve health and social systems. In addition to our BC operations, we are the creator and “backbone” of Pain Canada, a national action network comprised of diverse partners working collaboratively on the implementation of the Action Plan for Pain in Canada; through Pain Canada, we are scaling programs and impact from coast to coast to coast.

ABOUT THE ROLE

The Director, Donor Engagement and Communications is responsible for leading two critically important and related streams of activity:

1. **Fund Development:** Leading the development, management, execution and assessment of Fund Development activities, with a focus on driving tangible funding results through donor, foundation, and sponsor engagement and stewardship.
2. **Communications:** Overseeing the development, implementation, evaluation and reporting of Communications activities outlined in the annual operational plan, the annual communications and marketing plan and the associated budget, ensuring alignment with organizational goals and fund development priorities.

The Director plans and directs activities, coordinates resources, and ensures quality standards for the portfolio’s work. The role is responsible for catalyzing fund development and communications/marketing initiatives and fostering development and sustainment of partnerships relating to both aspects of the portfolio.

The primary purposes of the Director, Donor Engagement and Communications, are

1. To drive Pain BC’s fund development and donor engagement activities and build meaningful partnerships.
2. To elevate Pain BC’s reputation and brand profile, and performance (including that of Pain Canada, our national action network).

Both purposes are essential for Pain BC sustainment, growth and impact.

The Director works with the Executive Director to attract, retain and grow a community of advocates, partners and donors. This position leads the Donor Engagement and Communications team to deliver impact in alignment with the organization’s vision, mission, strategic and operational plans. The Director plays a key leadership role in fostering a positive work environment, contributes to the growth and

impact and the organization and serves Pain BC's leadership role in transforming the way pain is understood and treated.

WHAT YOU BRING

You're a consummate relationship builder and connector. You bring a solid track record in communications and marketing and a demonstrated ability to deliver results in engaging donors and funders.

You'll be energized by change and offer a steady hand in a continually evolving environment. You'll thrive in a highly visible role with significant interaction with funders and leaders from business, government and the philanthropic sector. Comfortable with a high degree of autonomy, you are trustworthy, discerning and excel at assessing and managing risk. You value and foster excellence in everything you do. Interpersonally, you model empathy, ethics and integrity. You're known for your exemplary leadership, negotiating and communication skills. You have a demonstrated commitment to equity, diversity and inclusion and are looking for an organization where alignment of values matters.

KEY RESULT AREAS

- **Leading—** Leads the development and implementation of Pain BC's fundraising, communications and marketing strategies, ensuring alignment to the organization's strategic priorities, goals and objectives. Oversees day-to-day operations of the Donor Engagement and Communications team. Collaborates and shares knowledge within and across portfolios to enable effective decision making. Embraces Pain BC's leadership role in improving the lives of people in pain.
- **Fundraising and Partnership Development –** Leads the development and execution of Pain BC's fund development and donor engagement strategy. Identifies and secures support from a range of funders, including governments, NGOs, foundations, corporate sponsors, individual donors and others. Acts as a key Pain BC ambassador at events. Builds and maintains productive and positive relationships, identifying new partners aligned with strategic priorities and emerging needs/issues. Catalyzes and sustains strategic relationships in keeping with Pain BC's collective impact model. Supports engagement of people with lived experience wherever possible across the organization.
- **Marketing and Communications -** Oversees the team in the development and execution of a comprehensive marketing and communications strategy. Provides strategic direction for the planning and execution of marketing and awareness-raising campaigns and activities, including public and media relations, knowledge mobilization, advertising and promotion. Oversees all Pain BC and Pain Canada communication channels. Enhances brand awareness and ensures brand integrity across all internal and external channels by monitoring adherence to style guidelines. Provides direction on messaging to Pain BC staff and board and supports the organization's advocacy efforts with government, partners, media, the general public, and other interest-holders.

- **Planning and budgeting** – Plays a collaborative role on the Senior Leadership Team, participating in the development of strategic and operational plans and leading the development of the annual plan and budget for the Donor Engagement and Communications portfolio. Ensures the effective management, scheduling and coordination of resources to optimize portfolio and organizational performance. Sets targets, forecasts resource requirements, identifies possible risks and evaluates projects to determine their initiation or direction. Adjusts plans and budget in response to emerging issues and performance vs objectives.
- **People management** – Optimizes staff performance through effective coaching, mentoring and management. Embodies and reinforces Pain BC's organizational culture and models the desired behaviours. Fosters a safe and respectful workplace while supporting a culture of excellence and innovation. Ensures development plans for staff are encouraged and relevant and that any disciplinary action is appropriate, timely and executed professionally. Adheres to Pain BC's collective agreement.
- **Monitoring and reporting** – Analyzes data, risks and performance results/quality both communications and fund development and oversees the creation of regular reports for the Executive Director, funders and the Board. Oversees evaluation across the portfolio. Uses data to inform decisions and adapt plans/budgets.

POSITION REQUIREMENTS

EDUCATION

- Degree in Business, Fund Development, Communications/Marketing required.

EXPERIENCE

- 7+ years' recent, related experience in a fundraising leadership role, and a proven track record of fundraising \$1.5-4M annually
- 5+ years' experience in managing and leading people, ideally in a unionized setting
- Proven track record of soliciting and securing major gifts and corporate sponsorships.
- Significant experience in leading diverse and innovative fund development strategies

KEY KNOWLEDGE, SKILLS AND ABILITIES

- **Communication** – Polished oral and written communication skills and exemplary interpersonal skills. Strong attention to detail. Discernment in protecting confidential information and sensitive conversations. Ability to influence and advocate.
- **Strategic thinking** – Ability to define strategic fund development and communications goals and objectives, and to develop and implement fundraising and communications and marketing plans to accomplish goals.

- **Collaboration** – Ability to work productively with others, share power and decision-making when appropriate, and co-develop initiatives with both internal and external interest-holders. Appropriately influences others and negotiates respectfully.
- **Fundraising** – Ability to create and execute an annual fund development plan with concrete goals, activities, metrics and budget.
- **Marketing** – Able to create effective annual marketing plans, provide marketing support to portfolios and generate new innovative ideas that promote Pain BC's brand, programs and services.
- **Public and media relations** – Demonstrated success in managing relationships with media outlets, government, and strategic partners.
- **Leadership** – Ability to work with others to facilitate their optimal performance. Establishes and maintains productive working relationships throughout the organization and with external partners.
- **Planning** – Effectively develops, implements, monitors and adapts plans based on available information.
- **Analytical problem-solving and decision-making** – Ability to collect and apply data to inform decisions. Demonstrates the use of discretion as well as sound and practical judgement. Demonstrates the ability to make tough or unpopular decisions. Empowers and encourages others to problem-solve and make decisions within their scope. Recognizes when an issue requires escalation and takes appropriate action.

WORK BEHAVIOURS

- Cultivates positive working relationships (internally and externally) based on shared goals.
- Ensures excellence in development and implementation of programs and initiatives.
- Demonstrates an adaptive approach, assessing and responding to emerging realities.
- Encourages teamwork and collaboration.
- Demonstrates empathy and responsiveness to internal and external interest-holders.
- Promotes a safe and healthy work environment.

KEY RELATIONSHIPS

- Reports to the Executive Director
- Works in collaboration with the Executive Director, Senior Leadership and Operations teams
- Oversees the Donor Engagement and Communications Team
- Supports all Pain BC Portfolios and Pain Canada initiatives
- Collaborates with other Pain BC staff and partners
- Continually nurtures relationships with external interest-holders

SALARY, HOURS AND LOCATION OF WORK

This is a full-time, work-from-home position (37.5 hours a week) with some in-person meetings required in the Lower Mainland, across BC and on occasion, elsewhere in Canada. Candidates residing in the Lower Mainland of BC are preferred, given the requirements of the role.

SALARY:

Salary Range: \$107,000 to \$122,000 per year.

Pain BC offers a competitive benefits package including four weeks of paid vacation, health and dental coverage with a flexible health spending account, a remote-work stipend and an employer-provided RRSP match.

Pain BC is committed to the principles and practices of an inclusive and equitable employer. We encourage applicants from communities which are structurally marginalized based on race, religion, nationality, sex, age, disability, sexual orientation, gender identity and/or expression.

TO APPLY

Please apply through our posting on Indeed:

<https://ca.indeed.com/job/director-donor-engagement-and-communications-b957709e5c8b3430>