

## Director of Development & Marketing

*Winnipeg Harvest is a fast-paced and energetic workplace with employees that care about the work that we do and the communities that we serve. As a not-for-profit, community-based organization, our goal is to collect and share surplus food with people who are hungry and to offer training opportunities to help people step up and out of poverty. Join our hard-working, vibrant CREW and make a difference in your community!*

A collaborative leader, the **Director of Development and Marketing** understands that a focused and skilled team can move mountains. This position sets the course and guides the efforts of the Development, Communications and Marketing teams to achieve their established goals. A skillful connector, this individual will employ a targeted, relationship and data-driven approach to prospecting that will generate the revenue streams required to effectively feed hungry families. Finally, this position is responsible for capturing the essence of Winnipeg Harvest, and sharing that purpose and relevant programming with the community.

### Your Responsibilities:

- Provide active and highly visible leadership to your team, and develop them to their full potential: set clear expectations, communicate with clarity and transparency, and manage performance in a manner that allows the team to devote their full attention toward achieving the mission of Winnipeg Harvest.
- Develop quarterly and annual KPI's for the Development, Marketing and Communications teams, identifying the specific activities required for success, and coach them toward achieving these milestones.
- Through the Marketing and Communications teams, develop a targeted marketing plan that consistently engages with and captures the imagination of the public.
- Maximize our media strategy to ensure that key messages are communicated on the correct platform for each event and program. Ensure the full range of Winnipeg Harvest's programs is communicated effectively so the public knows about the great work that we are doing.
- Manage the capture, management and exchange of information related to our donor database.
- Build and mature relationships with key donors, and initiate prospect activities through the wider team.
- Optimize donor conversions by sharing our mission and coaching and developing the team's techniques.
- Willingly lend a hand wherever it's needed to support the Winnipeg Harvest CREW!

### Your Qualifications:

- A strong belief in the dignity of all humans and a considerate, thoughtful approach.
- Post-secondary education in a Fundraising Management, Communications or Marketing discipline.
- Ten or more years of progressive leadership experience in a Development or Marketing discipline.
- Certified Fund Raising Executive (CFRE) designation is a substantial asset.
- Proven ability to develop donor pipelines and manage community messaging.
- Influential interpersonal, written and oral communication and presentation abilities.
- Knowledge of the MS Office Suite, as well as experience utilizing complex databases and reporting tools.
- Valid Class 5 driver's license with a clean driver's abstract and a reliable vehicle.
- Ability to pass a Criminal Background and Child Abuse Registry Check.

To find out more about this opportunity, please visit our website at:

[www.winnipeg Harvest.org/about/join-the-team/](http://www.winnipeg Harvest.org/about/join-the-team/)

Apply by email at: [hr@winnipeg Harvest.org](mailto:hr@winnipeg Harvest.org)

Closing Date: July 9, 2018

*We thank all candidates for their interest; however only those with the required qualifications will be contacted.*