



## Donor Relations & Development Manager

**Application deadline: Nov 15, 2022 at 11:59pm PST.**

**Complete applications (see details below) should be emailed to [careers@bccla.org](mailto:careers@bccla.org) with the subject line “Donor Relations & Development Manager” and are due by 11:59pm PST on Nov 15, 2022.**

**A complete application, in one combined PDF, includes:**

- **Resume**
- **Cover letter.**
- **Two professional samples** that can consist of the following (with fundraising communications preferred): fundraising emails, fundraising direct mail, campaign materials, campaign emails, blog posts, supporter communications (e.g. newsletters, monthly donor update), or web pages. These samples should come from your experience (paid or volunteer); we are not requesting that you write new materials to submit with your application.

### **About the Position:**

This full-time (40 hours/week) role requires a talented project manager who is ready to lead BCCLA’s grassroots donor fundraising, member relations efforts, and supporter database management. This role also supports issue campaigns and public education efforts in times of high intensity.

In this role, you will supervise the Donor Relations Coordinator, work closely with the Communications and Outreach Manager and report to the Director of Engagement and Development. The Donor Relations & Development Manager works both independently and cooperatively in a team spirit, while maintaining the flexibility to adapt to the changing circumstances and priorities of a small, dynamic organization. The right candidate will enjoy a variety of tasks from writing fundraising campaigns to database management, data analytics, donor stewardship, and member outreach.

This position is based at our office in Vancouver at #306-268 Keefer St, on unceded Indigenous lands belonging to the x<sup>w</sup>məθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔl/Selilwitulh (Tsleil Waututh) nations.

In light of COVID-19, this position will work partially in-person, in incompliance with WorkSafeBC guidelines for in-office work during the pandemic, and partially remotely. A laptop and access to all required platforms will be provided.

### **What We Offer:**

Compensation: Salary is based on the BCCLA's Salary Structure, with a commitment to wage parity across manager-level positions within the organization. The starting salary for this position is \$64,000-\$65,100 per annum.

### **BCCLA also offers a holistic and competitive work package:**

- Unionized environment. This position is part of the bargaining unit with a collective agreement anticipated to be reached by early 2023.
- Room for salary growth over the lifetime of all staff positions
- Annual salary progression for all staff, and regular COLA increases.
- Comprehensive health benefits that includes extended health and dental plan for all staff, spouses and dependents.
- Life insurance, Long-term Disability Insurance, and AD&D for staff, family and dependents included within health benefits.
- Health benefits starting immediately and not dependent on completion of probationary period.
- 20 days of paid Annual Vacation, plus an additional 1-2 week December office closure.
- 10 Statutory and 1 other paid days off every year.
- 15 days of paid Sick Leave, including sick days, family care days, and personal wellness days.
- A generous parental leave policy including a parental leave top-up.
- Annual professional development funding for each staff.
- Team-wide professional development and training.
- Team-wide staff celebrations and staff appreciation.
- A family-friendly, child-friendly, and dog-friendly work environment that supports flexible work arrangements and time in lieu arrangements with an emphasis on work life balance.
- A workplace where your experience and voice are valued.

- A staff team of diverse backgrounds that is committed and passionate about civil liberties, human rights, equity and justice.

### **Application Process:**

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The BCCLA is committed to ensuring that equity, diversity, and inclusion are priority considerations, including in building a workplace that honours the particular experiences and expertise of communities marginalized through state violence and social oppression. The BCCLA strongly encourages applications from all qualified Indigenous people, Black people, immigrants and refugees, people of colour, working class people, and LGBTQ+ people. Applicants are encouraged to self-identify, should they feel comfortable doing so, in their cover letter and are invited to share how their lived experience would inform their approach and ethics in this position.

### **About the BCCLA:**

The BC Civil Liberties Association (BCCLA) is a non-partisan, not-for-profit national leader whose mission is to promote, defend, sustain, and extend civil liberties and human rights. We recognize that such rights are inalienable and necessary for the flourishing of individuals and human society. The BCCLA is the oldest and most active civil liberties and human rights group in Canada. The BCCLA has been actively advancing human rights and civil liberties through litigation, law reform, community-based legal advocacy, and public engagement and education for the last half century. Though we are based in BC, our work is national in scope with legal interventions and law reform advocacy across Canada.

BCCLA focuses on the relationship between people and the state, and the ways in which the state can limit or advance human rights and liberties. BCCLA's work pays particular attention to the needs of vulnerable individuals and oppressed communities, who would otherwise have

difficulty getting redress for violations and limitations on their rights despite being the most susceptible to state regulation and violations of their fundamental rights. We recognize that liberty, dignity and equality are mutually-reinforcing.

With a mandate that includes work on police accountability, government transparency, democratic rights including freedom of expression, prisoners' rights, patients' rights, privacy rights, surveillance and national security issues, immigration detention, and criminal legal reform, we are one of the most vibrant and visible advocacy groups in Canada. The BCCLA is a small team with a big reach, and we want you to be a part of our work.

The BCCLA is committed to building an inclusive workplace that honours the particular experiences and expertise of historically marginalized communities. The BCCLA strongly encourages applications from all qualified applicants, and applicants from oppressed communities including Indigenous people, people of colour, refugees, working class people, people with disabilities, and LGBTQ+ people are encouraged to apply and we welcome them to self-identify, should they feel comfortable in doing so, in their cover letter.

### **Skills and Qualifications Required:**

- Demonstrated success or experience in multi-channel fundraising campaigns;
- Understanding of and a passion for civil liberties and human rights;
- Experience in two or more of the following fields: donor and member stewardship, database administration, campaigning/non-profit advocacy, fundraising event management, customer service;
- Clear understanding of ethical storytelling in a fundraising context; this position works with people experiencing marginalization and care must be taken to share their stories, experience, and expertise on their own terms and with their informed consent when we call for action;
- Excellent oral and written communication skills in English;
- Must be extremely well-organized, able to prioritize tasks and meet deadlines, and work independently and as part of a team;
- Well-developed relationship building and inter-personal skills;
- Understanding of Canadian Revenue Agency guides for charities;
- Understanding of Canada's Anti Spam Law, and British Columbia's Personal Information Protection Act an asset;
- Other languages spoken in British Columbia and Canada an asset;
- Experience in knowledge translation from legal or other specialized fields into writing for a general audience an asset;
- High level of familiarity and effectiveness with data and database management, Excel, mass email clients, online payment processors, and digital applications. Familiarity with Nationbuilder is an asset;

- Experience managing projects, budgets, technical contractors, staff and/or volunteers an asset;
- Diplomacy, integrity, and commitment; experience managing confidential and/or personal information an asset;
- Lived experience of or experience (paid or volunteer) working on issues related to BCCLA's mandate an asset.

### **Job Description:**

#### **Fundraising**

- Manage grassroots fundraising strategies via email, direct mail, donor calling, and digital fundraising; contribute to the strategic development of revenue and membership growth with the Director of Engagement and Development.
- Manage direct mail; conceptualize, write, and design four direct mail pieces per year, develop and test different list segmentation options and personalization to optimize conversion rates.
- Manage donor calling campaigns; maintain our ongoing new-donor-to-monthly conversion campaign; conceptualize and design one or more major additional donor calling campaign per year (e.g. monthly donor upgrades, lapsed donor engagement, etc.), including writing scripts and segmenting donor lists.
- Manage fundraising project budgets and relationships with mailing and calling contractors.
- Manage monthly giving program; develop and implement single-to-monthly conversion campaign; track revenue growth, donor acquisition, and donor attrition;
- Plan and execute crowdfunding campaigns as needed; create an ask strategy, segment donor lists, and maintain the online crowdfunding page in collaboration with the Communications and Outreach Manager.
- Support the Director of Engagement and Development in the writing and submission of grant applications and grant reporting
- Other fundraising duties, as required.

#### **Data integrity and financial management**

- Oversee and, when necessary, manage duties executed by Donor Relations Coordinator: contact database, donation processing, data entry, credit card updates, tax receipting for charitable donations, and donor data security.
- Oversee, and when necessary, participate in duties executed by Donor Relations Coordinator: creation of donation processing procedures, consistent contact data entry and organization procedures, and integrity of email list and segmentation.
- Manage and support Donor Relations Coordinator in processing donations and completing data tasks; train and supervise staff/volunteer data entry.

- Oversee and, when necessary, participate in the tracking and updating of grant and donation payment schedules and receivables
- Analyze data and identify trends and opportunities.

### **Member and donor stewardship**

- Manage membership program and renewals; lead membership program strategy, including setting goals for growth, annual renewal and member signup drives, and member-specific communications; maintain an accurate and up to date membership list in compliance with our governance rules.
- Steward monthly donors through monthly donor-specific engagement opportunities, e.g. thank you cards, invites to events, other perks.
- Contribute to stewardship strategy development for current and potential major donors.
- Strengthen member and donor relationships through answering supporter emails, mail and phone calls.

### **Events**

- Support the Director of Engagement and Development in planning and executing major donor stewardship, fundraising, and cultivation events.
- Support the Communications and Outreach Manager in planning and executing public education events, membership events, and the Annual General Meeting.

### **Campaigns and Public Education Support**

- Support the Communications and Outreach Manager in supporter action online campaign communications development.
- Support the Communications and Outreach Manager in day-of logistics for press conferences and media events.
- Support the Communications and Outreach Manager in developing communications materials including emails, social media posts and reports.
- Other duties as required