



## JOB DESCRIPTION

**CLASSIFICATION:** COORDINATOR – FUND DEVELOPMENT


**JOB TITLE:** COORDINATOR - CORPORATE PARTNERSHIP

**REFERENCE NO:** 100402

**DIVISION:** PUBLIC SERVICES

**DEPARTMENT:** COMMUNITY DEVELOPMENT

**APPROVAL DATES:** BY:   
MANAGING DIRECTOR – PUBLIC SERVICES **DATE:** January 11, 2021

BY:   
CHIEF HUMAN RESOURCES OFFICER **DATE:** December 7, 2021

### **GENERAL DESCRIPTION:**

This professional position is responsible to raise awareness and financial support on behalf of the Public Services Division to meet fund development targets. This position also assists with event management, guest hospitality, partnership liaison and strategic marketing. This position may require flexible working hours, with an irregular schedule.

### **ORGANIZATIONAL RELATIONSHIPS:**

- Reports directly to the Manager – Cultural Experiences & Events in Community Development but is responsive to the needs of the Public Services Division as a whole.
- Internal relationships are maintained with all Public Services Division senior staff, department staff and other departments including Corporate Communications and Finance.
- External relationships are created and maintained with donors, sponsors, stakeholders and partners.

### **PRIMARY FUNCTIONS/ACCOUNTABILITIES:**

- Develop, implement and manage fund development plans and strategies to generate revenue for the Public Services Division through various sources including donations, naming rights, program / service sponsorships or product in kind agreements.
- Create, maintain and grow positive relationships with donors, sponsors, stakeholders and partners.
- Develop and coordinate proactive marketing strategies to raise awareness of activities, programs and services within the community.
- Conduct market and fund research (i.e. surveys, trend analyses).
- Implement, deliver and manage partner benefits including advertising, branding, events, ticketing, newsletters, or other obligations.
- Draft sponsorship benefits and contracts.
- Present to organizations, community groups and individuals.
- Organize and implement special events and campaigns.
- Develop advertising, press releases and sponsorship packages for events, services and programs.
- Prepare, analyse and produce statistical report data.
- Provide sound professional advice to the Public Services Division regarding Fund Development activities.
- Ensure compliance with all legal, regulatory and City requirements, including the City's Fund

- Development Policy.
- Review, understand, commit and work in the safest possible manner consistent with Occupational Health and Safety Legislation and the City's Health, Safety and Environment Management System.

**REQUIRED COMPETENCIES:**

- Strong understanding of fund development, sponsorship, marketing and public relations practices and principles.
- Strong ability to network and build effective working relationships with diverse stakeholders, including the ability to motivate and inspire people.
- Strong interpersonal skills, including the ability to communicate with honesty, sensitivity and diplomacy, maintain confidentiality and deal tactfully with the sensitivities of private / public partnerships.
- Strong personal drive, with the ability to take initiative and demonstrate an energetic interest in the community and ethical practice.
- Exceptional writing, editing and proofreading skills with ability to adapt writing style to target audiences.
- Flexible to meet deadlines, prioritize work and manage several competing, complex, evolving projects.
- Ability to organize, clarify and communicate ideas effectively through engaging, easy-to-understand messages.
- Knowledge of the municipality and the Public Services Division's diverse operational areas.
- Demonstrated ability to align decision making with corporate values.
- Demonstrated research, analytical and problem-solving skills with the ability to exercise sound judgement.
- Skilled in the use of Microsoft and other current office software in a network environment and ability to adapt to the current integrated ERP system and new city wide or specific applications.

**REQUIRED QUALIFICATIONS:**

- Successful completion of a Bachelors degree in marketing, communications, or a related field from a recognized post-secondary institution.
- Three (3) years' experience in marketing, public relations or communications, including one (1) year of professional experience in fund development or fundraising.
- A Certified Fund Raising Executive (CFRE) credential or membership in the Association of Fundraising Professionals is an asset (AFP).
- A management approved equivalent combination of training and experience may be considered.