



The Joggins Fossil Cliffs  
inscribed on the World  
Heritage List in 2008

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**Position:** Director of Development and Strategic Engagement

**Reports to:** Board of directors

**Place of work:** Joggins is located in Cumberland County Nova Scotia. However, this position could work remotely part of the time.

### **POSITION SUMMARY**

The Director of Development and Strategic Engagement will play a leadership role in setting the strategy and direction for fundraising at Joggins by creating and implementing parallel Fundraising and Communication plans. In addition to guiding the strategy for fundraising, the Director of Development and Strategic Engagement will act as community liaison in tandem with Director of Science and the BOD to elevate Joggins status as a destination for philanthropy.

- This is permanent position following the successful completion of a 1-year probation period.
- Joggins Fossil Institute offers a competitive wage and benefits package.

### **KEY RESPONSIBILITIES**

Development/Fundraising (70%) - Shape, manage and drive the implementation of a successful fundraising strategy to support organizational and project development needs, including:

- Develop and implement cost-effective fund development programs involving individuals, businesses and private foundations.
- Develop calendars, plans, and marketing material for fundraising initiatives and events.

- Create, manage and grow Joggins fundraising revenue through prospect research, outreach, and donor acquisition strategies. Determine message content and segmenting, write and edit letters, emails. Track annual fund donations, analyze progress, and make changes as needed to meet annual goals.
- Create, manage and grow a corporate and foundation giving opportunities.
- Help improve and manage Joggins donor membership program – individuals contributing annually – with a focus on growing the number of donations at the \$500+ level.
- Ensure that active and effective cultivation strategies are in place for all donor prospects including a system for contact reports, next steps, etc.
- Work collaboratively with the other Directors, the BOD and constituent groups to create customized solicitation strategies matching the objectives for the organization and interests of donors/prospects to generate new Donor Circle gifts and upgrade current Donor Circle members to increase revenue.
- Curate positive stewardship with donors, volunteers and community members.

Communications/ Strategic Engagement Activities (30%) - Shape, manage and drive the implementation of effective outreach and communication strategies to educate and cultivate community support, including:

- Develop and implement cost-effective marketing and outreach strategies to communicate with a range of constituencies through printed and electronic media.
- Ensure the highest quality donor stewardship. Respond quickly and effectively to all donor/potential donor requests; create and implement stewardship strategies.
- Coordinate and manage all on-going communications: mailings and follow up plans with donors.
- Work closely with the Director of Operations to design and manage a program to upgrade family- and supporting-level members into Donor Circle members.
- Identify opportunities for, and lend support to, activities that help raise the profile of the Joggins Fossil Institute.
- In partnership with colleagues, devise and integrate strategies to reach diverse communities representing many different demographic groups and constituencies across Joggins catchment areas.

- Work closely with the Director of Administration and Director of Operations to ensure gift acknowledgment letters, prospect tracking, and database accuracy, mailings, reports and donor communications are accurate and timely.
- Track and prepare regular reports on Fundraising and Engagement.

## **YOUR CREDENTIALS**

- College/University degree in communications, community development, business or equivalent field or experience required.
- You are a goal-oriented individual with sound judgement and integrity, as well as a high level of energy, enthusiasm, and dedication to the mission and goals of the organization.
- You have the ability to initiate, analyse, monitor, evaluate, and alter strategic advancement plans.
- Knowledge of fundraising principles and experience in successful relationship building with prospects, donors, volunteers and board members; ability to nurture ongoing relationships.
- You have strong writing/marketing experience including: concept development, messaging and development in the non-profit sector.
- Knowledge of how to design, manage and scale development activities.
- Outstanding interpersonal and oral communication skills.
- Outstanding time management and analytical skills and the ability to manage multiple fundraising activities and initiatives at one time.
- Articulation and comfort picking up the phone and calling people to track down information.
- Self-starter with the ability to work with minimal supervision.
- Ability to take initiative and propose new ideas, while also remaining open to ideas from others.
- Willingness to engage in ongoing professional development to keep abreast of new and innovative fund raising methods.
- Strong technical skills.

### **To Apply:**

A cover letter and writing sample is required. Please submit your letter, writing sample and resume to: [info@jogginsfossilcliffs.net](mailto:info@jogginsfossilcliffs.net)