



**Position Title: Fundraiser – Fund Development**

**Department:** Administration

**Position Summary**

Under the direction of the Executive Director, the Fundraiser will have experience in strategic event planning, project management, multicultural communications, community outreach, provide administration, planning and coordination assistance with outreach and events, as required. Through this position the Fundraiser manager will assist with other development activities to help the organization meet its revenue goals and access the resources necessary to fulfill its mission.

**Specific Duties and Responsibilities:**

**Fundraising**

- Planning and executing the annual membership and annual fund campaigns, including designing the campaign, procuring materials, executing a mail and e-mail campaign, and creating progress reports for internal and external use.
- Fundraiser manager should conduct fund development activities such as fund-raising initiatives, capital campaigns, direct mail campaigns and donor acquisition and stewardship activities.
- Fund development experience including grant and proposal writing, and donor cultivation is required for this position
- Planning and executing the annual IWD event, Lottery, and other fundraising events and public programs, ensuring necessary follow up after fundraising events.
- Attendance at WEST-sponsored events.
- Assist with pre-event details including liaising with vendors, donors and ticket sales.
- Provide support in preparation for community engagement activities, including logistic planning and coordination.
- Write press releases and media alerts.
- Develop and maintain media contacts with area media outlets.
- Oversee and direct all media relations, social media communication, media production and general branding of the affiliate and all its programs.
- Other duties as assigned.

**Data Analysis, Interpretation and Verification**

- Evaluate all aspects of research projects, project findings, and operational data regarding implications



- Analyze, summarize and/or review data; report findings, interpret results and make recommendations
- Facilitate the use of research data to improve existing programs and utilization of resources
- Coordinate research activities, data collection, analysis and organizational programs
- Utilize advanced analytical technics to solve challenging organization problems
- Develop a strong experience in analytics, statistics, data mining, reporting, visualization and/or intelligent automation

### **Marketing/Outreach**

- Proactively contribute to the creation of presentation materials relating to data activities for stakeholder discussions
- Provide consultation, make recommendations, give appropriate advice, and/or facilitate decisions
- Present findings to summarize essential information learned through data collection and analysis
- Gather and analyze requirements to develop impactful recommendations and solutions

### **Qualifications:**

- A Post-Secondary Degree, or Diploma in Business, Communications, Public Relations and/ or relevant experience.
- 1 to 3 years of experience in the areas of event planning and special events.
- Effective communication, organization and time-management skills.
- Customer service experience, detail oriented and an ability to multi-task.
- Proficient using the latest versions of Microsoft Word, Excel, PowerPoint, Access, mail merges, email and web searches.
- Flexibility regarding assigned work hours and location
- Ability to demonstrate time management and prioritization skills
- Ability to respond and adapt to new systems and applications
- Demonstrate flexibility with working situations, Able to work individually and as part of a team

### **Essential Skills:**

- Excellent communication and writing skills
- Ability to work diligently with minimal supervision



- Strong Computer Skills
- Ability to complete tasks fully in a timely and quality manner
- Ability to maintain poise, quality of work and efficiency during busy times
- Strong analytical and interpretive skills
- Ability to evaluate and prioritize tasks
- Must be self-motivated, well-organized and possess excellent writing and speaking skills.
- Must be able to promote dialogue, collaboration and influence and empower others
- Demonstrable practical experience working with diverse groups and a variety of tools