



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

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# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/26

## Cause Marketing And Partnerships Officer

<b>Job ID</b>	<b>39-AD-60-6D-BF-F1</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=39-AD-60-6D-BF-F1">https://careers.indigenous.link/viewjob?jobname=39-AD-60-6D-BF-F1</a>	
<b>Company</b>	Canuck Place Children's Hospice	
<b>Location</b>	Abbotsford, British Columbia	
<b>Date Posted</b>	From: 2023-01-04	To: 2023-01-29
<b>Job</b>	Type: Full-time	Category: Health Care
<b>Languages</b>	English	

### Description

Cause Marketing and Partnerships Officer

Location: Vancouver Development Office

Reporting to: Director, Philanthropy and Corporate Partnerships

Job status: Permanent full-time 1.0 FTE (75 bi-weekly)

Canuck Place Children's Hospice (CPCH) is British Columbia's recognized pediatric palliative care provider. For over two decades, through the many programs and services we provide, we have made a significant difference in the lives of children with life-threatening illnesses and the families who love them. Be part of a talented and innovative team that takes pride in supporting and providing the highest quality pediatric palliative care.

It is the expectation for all roles across the organization to know the organization's philosophy of pediatric palliative care and uphold a commitment to further ones knowledge. Our philosophy of pediatric palliative care is as follows: Pediatric palliative care improves quality of life, promotes comfort, and reduces suffering for children with life-threatening conditions (serious illness) and their families through a holistic approach addressing; physical, emotional, social and spiritual needs. It is collaborative person & family-centred care delivered using a team-based approach throughout the continuum of care across all ages and stages of illness, including bereavement. It values choice and honest and compassionate communication.

HERE'S WHY IT'S SO GREAT TO WORK WITH US. Aside from being surrounded by a friendly, inclusive, dedicated team, Canuck Place offers employees up to 20 days' vacation (pro-rated to their full-time equivalency), an 100% employer-paid benefits package, Municipal Pension Plan (MPP), a Health Spending account that provides up to \$500 annually to provide additional coverage for health and wellness activities/services, informative lunch n' learns, as well as various learning opportunities. Canuck Place Children's Hospice also has a 'Care For the Caregiver' committee who provides ongoing, creative activities to connect us with one another as a reminder that it's 'this' moment that really counts.

### SUMMARY

The Development Officer, Corporate and Community Partnerships is a fundraising position responsible for generating and growing annual revenue by developing and stewarding relationships

with corporate partners through a variety of giving channels, with a strong influence on cause marketing relationships.

This role is best suited to a fundraiser who excels both at growing and maintaining existing relationships, as well as finding opportunities to bring new funders on board to support the cause. The successful candidate will be responsible for initiating cause marketing alliances, including provincial corporate partnerships and point-of-sale programs, workplace corporate fundraisers, and securing partnerships with various private sporting events including but not limited to Golf Tournaments in the Lower Mainland. These activities will produce key revenue supporting the provincial mission of CPCH.

## RESPONSIBILITIES

- Supports the development and implementation of annual cause marketing, event-based fundraising, and other partner program plans, budgets, and revenue projections.
- Assists in analyzing trends and best practices, identifying opportunities and challenges, and developing plans to maximize the cause marketing and corporate philanthropy programs.
- Expands outreach to Golfing and Hockey tournament partners into untapped areas of the Lower Mainland; works closely with the Fraser Valley Development team to implement successful program practices already in place in the Fraser Valley.
- Manages all elements of a key Holiday third-party campaign with multiple contributing partners while maintaining excellent stewardship of the organizing donor.
- Responsible for the prospecting and cultivation of large community and corporate partners. Collaborates with external partners, consultants, vendors and suppliers as required.
- Develops overall pitch approaches, template materials, impact reports and establishes consistent corporate partner benefits that can be leveraged across all new business activity.
- Plans and executes quarterly email communication with donors in a newsletter format, with support from the Online Giving Officer.
- Develops strategies, prospecting research and plan, sales materials, supporting documentation and lead pitch presentations to secure additional partners.
- Secures significant cause marketing partnerships (e.g. point of sale, purchase or action triggered donation, etc.), leveraging the power of the CPCH brand.
- Works closely with all members of the CPCH development team to ensure that cause marketing, and other partner opportunities are explored, presented and secured with our current partners.
- Works closely with CPCH's marketing & communications team during the sales process and creative development to ensure messaging and social media benefits align with CPCH brand guidelines and key objectives.
- Researches and identifies sources of potential funding for new corporate and community partnerships.
- Coordinates and implements donor cultivation, stewardship and recognition activities.
- Develops and fulfills speaking engagements, when required, for businesses, corporations and community partners.
- Maintains donor recognition in collateral materials, such as the annual report, website and e-news.
- Provides support on special projects and development team initiatives including exploration of emerging giving platforms and channels (e.g. mobile and text giving).
- Contributes to the CPCH culture by understanding and supporting our Mission and Vision and actively demonstrating our Values.

- Performs other related duties, as assigned.

## EDUCATION AND EXPERIENCE

- Post-secondary degree or diploma in a relevant discipline.
- A minimum of 3 years related professional experience in fundraising, including the development of cause marketing plans, corporate grant writing, community fundraising, budgets and the execution of these.
- An equivalent combination of education and experience will be considered.

## QUALIFICATIONS

What you bring to the role:

- Knowledge of cause marketing, fundraising systems, structures and procedures.
- Proven success in fundraising through cause marketing, annual campaigns and/or third-party fundraising events.
- Experience developing gift agreements is an asset.
- Sales skills with a passion for Lead Development.
- Excellent verbal and written English communication skills; ability to communicate a narrative clearly and compellingly
- Strong attention to detail.
- Demonstrated ability to be a collaborative team player and establish and maintain positive working relationships, both internally and externally.
- High degree of initiative, resourcefulness and thoughtfulness in the decision making process.
- Excellent organizational skills; must have the ability to meet assigned objectives by adapting and modifying the sequence of work, methods and standards to meet changing conditions.
- Ability to exercise a high level of tact and discretion in both internal and external interactions is critical.
- Proficiency using Microsoft Office Suite (MS Word, Excel, PowerPoint, Outlook); Raiser's Edge or other fundraising database experience is an asset.
- Valid BC driver's license and access to a vehicle is required.

You have:

- High integrity; creativity; balance, good judgment and objectivity; high vision and conceptual capabilities; consultative, facilitate and collaborative; sense of humor.
- Excellent time management skills.
- Demonstrates flexibility that allows you to work with high energy, creative people.
- Able to thrive and effectively manage priorities in a changing, ambiguous environment.

Note: Flexibility is necessary, as this position may require occasional weekend and evening work and travel within and outside the Lower Mainland.

Canuck Place Children's Hospice hires on the basis of merit and is strongly committed to equality and diversity within its community and to a welcoming and inclusive workplace. We especially welcome applications from Indigenous persons, visible minority group members, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

## How to Apply

Click Apply Now!

Please submit your cover letter and your resume at <https://www.canuckplace.org/about-us/careers/> by January 29, 2023. We recognize the importance of a diversified workforce, and we encourage

First Nations, Inuit and Metis candidates, members of visible minorities and persons with disabilities to apply.

We thank all applicants for their interest; however, only those candidates who have been short-listed will be contacted.