



**Job Description: Executive Director**  
**Reports to: Board of Directors**

**Position overview**

The executive director of George Jeffrey Children's Foundation is a dynamic and driven fundraising leader. Reporting to the Foundation's Board of Directors, the executive director (ED) oversees all aspects of the charity's operations. In collaboration with the Board of Directors, the ED is responsible for the charity's annual and strategic planning.

The ED is the charity's primary ambassador, actively promoting George Jeffrey Children's Foundation and Centre throughout Northwestern Ontario. Through demonstrated abilities in relationship building, leadership, and communication, the ED ensures the Foundation's short-term and long-term success in raising funds to support the exceptional efforts of George Jeffrey Children's Centre (GJCC).

**Key responsibilities**

The ED is an experienced leader and builder with strong business acumen. A demonstrated ability to build strong relationships with donors and sponsors is paramount. Being a team player is essential to this role. As part of this, the ED is an active and supportive coach and mentor to members of the Foundation team. The ED leads the strategic management of the Foundation, ensuring it operates in an effective and efficient manner.

**Fundraising:**

- Oversees planning and execution of all of the charity's fundraising programs, including major gifts, annual giving, events, and legacy giving
- Liaises with GJCC management team and clinicians to determine and articulate fundraising priorities, and steward donor relationships
- Actively solicits donations and sponsorships on a regular basis
- Develops, plans, and leads comprehensive fundraising campaigns for GJCC as required
- Develops strategies and tactics for all fundraising programs, in collaboration with the charitable giving advisor, community giving
- Leads donor and sponsor stewardship activities
- Oversees prospect research activity
- Focuses on donor retention and growing base of donors
- Represents charity and gives speeches at third-party events, community group gatherings, etc.
- Writes and submits grant proposals
- Recruits and mentors fundraising staff

- Builds relationships with donors, sponsors, volunteers, and business leaders; leverages networking opportunities
- Oversees planning and execution of Foundation signature event(s)
- Leads strategic planning to ensure current and future fundraising success
- Recruits and supports fundraising volunteers
- Acts as Foundation representative at Legacy Giving Thunder Bay
- Stays up-to-date on fundraising sector trends and best practices, and adjusts strategies as required

**Marketing:**

- Oversees all Foundation marketing strategies and activities
- Heightens the presence of George Jeffrey Children's Foundation throughout Thunder Bay and Northwestern Ontario
- Develops relevant cases for support on a periodic basis
- Collaborates with charitable giving advisor, community giving on annual communications strategies and activities (including production of newsletters and marketing materials, website design, social media, etc.)
- Interacts with media on a regular basis

**Finance and Administration:**

- Develops and executes Foundation annual operating plans
- Develops annual budgets in consultation with Finance Committee
- Oversees all administrative practices and daily operations
- Oversees donation processing, receipting, and thank you letter generation
- Oversees production of Foundation's quarterly or monthly financial statements
- Oversees monthly bookkeeping and related financial administration, which includes supervising part-time staff or coordinating outsourced financial services
- Prepares reports on fundraising activity
- Oversees development and updating of Foundation policies and procedures
- Leads the management and maintenance of donor database
- Acts as lead coordinator of Board of Director meetings and committee meetings
- Keeps Board of Directors informed of any matters pertinent to the Foundation's governance or image
- Ensures information is prepared for annual Canada Revenue Agency (CRA) registered charity information return and related government reports
- Collaborates with committees of the Board to drive activities and policies forward
- Ensures charity's compliance with CRA guidelines

**Human Resource Management:**

- Recruits, mentors, and motivates fundraising team member(s)
- Recruits and supports part-time administrative staff and volunteers

- Conducts employee goal setting and performance management

**Other duties:**

- Collaborates with Board of Directors on fostering values and culture of GJCF
- Represents GJCF externally throughout Northwestern Ontario, including building relationships with stakeholders
- Fosters relationships and partnerships with other charities and professional associations
- Active member of GJCC Management Leadership Team
- Attends GJCC Board of Director meetings, and other pertinent GJCC meetings to ensure productive flow of information between organizations
- Maintains knowledge of community and regional news, with emphasis on information that could impact the efforts of George Jeffrey Children's Foundation
- Monitors fundraising trends and activities occurring in Northwestern Ontario

**Qualifications and Competencies**

- Progressive experience managing fundraising programs and teams (staff and volunteers)
- Demonstrated ability to build relationships with donors and stakeholders
- Comprehensive understanding of fundraising ethics and best practices
- In-depth understanding of CRA guidelines pertaining to charities
- High level of professionalism and drive; acts with integrity
- Excellent communication skills, written and verbal (including public speaking)
- Demonstrated success identifying, cultivating, soliciting, and stewarding donors at the five figure level and above
- Strong interpersonal skills
- Solid knowledge of relational databases
- Strong organizational and time management skills; able to effectively manage multiple priorities effectively under tight timelines
- Proven administrative skills and attention to detail
- Strong business acumen with financial management experience, including budget oversight
- Experience managing and motivating direct reports
- Proficient with data extraction and manipulation
- Sound knowledge of Microsoft Office applications
- Post-secondary education or equivalent combination of education and experience; evidence of continued training in sector
- Valid driver's licence and access to a vehicle
- A passion for children's care and/or building a strong, vibrant community
- Effective and collaborative team player – adept at sharing information freely and working in a team to achieve overall goals
- Strong analytical skills
- Creative, innovative and resourceful
- Sense of humour, energetic and positive attitude

- Tactful, poised, and diplomatic
- Adherence to complete confidentiality, discretion and sound judgment
- Experience working with volunteers

#### **Physical demands of position**

- The physical demands of the position include sitting, standing, walking, bending and lifting in awkward positions. Listening and concentrating skills are required on a continuous basis. Occasional periods of high stress may occur.

#### **Working environment**

- Standard work week is 35 hours per week
- Evening or weekend work required in order to execute events and/or donor engagement activity. Lieu time policy is in effect to manage hours accordingly.
- Occasional travel is required – mileage reimbursements provided
- Comprehensive benefits program

#### **About George Jeffrey Children's Foundation**

George Jeffrey Children's Foundation is an independent charity that works with our community members and philanthropic partners to ensure that George Jeffrey Children's Centre has the resources required to enrich children's lives. We connect donors with priority investments at the centre.

Every single donation to our charity helps George Jeffrey Children's Centre provide treatment and services for children and youth in our community and throughout Northwestern Ontario living with physical and developmental special needs. Together we are helping children reach their greatest potential.

#### **Application process:**

The deadline for applications is Friday, September 4, 2020 at 4:30pm.

Qualified candidates can apply for this position by forwarding their cover letter and resume, indicating the position of interest. Please forward your application in Microsoft Word or .pdf format via email to: [hr@georgejeffrey.com](mailto:hr@georgejeffrey.com).

Or mail to:  
Human Resources  
George Jeffrey Children's Centre  
200 Brock Street East  
Thunder Bay, ON P7E 0A2

George Jeffrey Children's Centre follows the principles of dignity, independence, integration and equal opportunity. If you have accessibility or other requirements that need to be considered during the recruitment process, please let us know.