



OPPORTUNITY PROFILE

DIRECTOR OF DEVELOPMENT & MARKETING

MERCY CANADA

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Are you a relational, people-oriented leader with a track record in donor development and marketing? Mercy Canada is seeking a highly collaborative, competent leader, with experience in donor development, fundraising and marketing. With a track record of working in changing and innovative environments, you will be adept at identifying, planning for and delivering new opportunities to develop and grow our current donor base as we embark on an expansion of our facilities and services.

You will bring a fresh creative marketing perspective to the team that effectively communicates our story and inspires partnerships with like minded individuals, churches and other organizations. Most importantly, you will have a passion for helping women find freedom from life-controlling issues.



ABOUT US

OUR STORY

Every woman wants to feel healthy and whole, but many have experienced pain, trauma or abuse in their past. They may feel unwanted and ashamed and may struggle with anxiety, depression, self-harm, addiction, an eating disorder or suicidal thoughts. Stuck in a destructive cycle, they often feel that life has become unmanageable.

At Mercy Canada, we believe every woman deserves to experience God's love, freedom and restoration from her pain. Since 2010, we've helped over 150 women find hope and healing through our Christ-centered residential care program and wellness centre.

Here's how we do it:

1. We create safe spaces for women to heal.
2. We provide biblically based counselling through our Christ-centered residential care and wellness centre.
3. We empower women through life skills training & transitional care.

The need is great and we are growing! In order to build greater capacity, we have paused the residential program as we actively search for a larger property in the Fraser Valley that will facilitate both our residential care program and wellness center. The residential care program helps young women (ages 19 – 30) find healing in a supportive environment during a 6-12 month stay. Our wellness centre is an outpatient initiative that will offer the same programming as our residential program to women of any age.





OUR VALUES

Mercy Canada operates on three Guiding Principles:

1. We care for every young woman completely free of charge.
2. We do not take funding that restricts us from sharing Christ.
3. We give 10% of all income back to like-minded organizations.

To learn more, please visit our website at <http://mercycanada.ca/about>

YOUR JOB

POSITION SUMMARY

As the Director of Development and Marketing, you will work closely with the Executive Director to develop and support the goals of Mercy Canada and build quality relationships with individuals, businesses and other ministry organizations. Together with the Executive Director, you will be responsible for developing and implementing Mercy Canada's annual fund development plan, including supporter acquisition and retention. You will be key in developing fundraising strategies to support the purchase of a new property and the expansion of the residential program and wellness centre.

Additionally, you will manage our donor information system, plan annual and special events, oversee contracted services relating to events and media, and develop and supervise a team of volunteers who help with events.



PERSONAL QUALIFICATIONS

This position requires an energetic, outgoing individual, who is passionate and aligns with the faith-based vision of Mercy Canada. They will have exceptional interpersonal skills and strong donor development experience. This individual will be relationship-driven, a team player and able to effectively prioritize competing tasks. The right individual will excel in written and verbal communication, creativity and thinking outside of the box.

EDUCATION & EXPERIENCE

- An undergrad degree in a relevant field.
- 3 – 5 years experience in donor development and marketing.
- Experience in successfully securing new donors.
- Capital campaign experience is a benefit.



KEY DUTIES

- Develop and implement a fundraising strategy based on anticipated revenue needs, encompassing key donors and church partnerships. Provide volunteer program oversight.
- Support the Executive Director in the execution of key priorities and goals.
- Work with the Community Board to implement key priorities in key development opportunities.
- Research opportunities to showcase Mercy Canada in the community to recruit and develop new connections.
- Develop fundraising strategies to support the acquisition of new expanded facilities and strategies to provide sustainable support for expanded services.



ADDITIONAL DUTIES

- **Manage the database system and provide ongoing analysis of donor**
 - Develop systems to move donors through participation, engagement and ownership process (PEO); Review and update Monthly Actives Calendar.
- **Event planning and oversight:**
 - Oversee, implement and delegate all fundraising events (5K Run for Mercy, galas, luncheons and home tours, etc.), staying on budget.
 - Review events after completion and complete an ROI to determine effectiveness of fundraising effort.
- **Communications:**
 - Social/digital Media - maximize use of social media to increase public recognition of Mercy Canada as a national organization and increase support.
 - Create and execute newsletters, e-blasts and direct mail campaigns to maximize awareness and development opportunities.
 - Liaise with website consultant to ensure website is optimized and remains up to date.
 - Consult with Mercy Multiplied International Director of Development as needed to ensure consistency with all branding and development materials.
- **Supervisory Responsibilities:**
 - Supervise, direct, and coordinate contracted event or media individuals to ensure targets are met.
 - Supervise a volunteer team to help with implementing plans and events.
 - Deliver strategy, training, and encouragement to the marketing team.

SEARCH PROCESS

NELSON/KRAFT & ASSOCIATES INC.

OUR SEARCH TEAM



MARK KRAFT

Leading the Search

Mark is a certified executive coach and Birkman Method consultant. With a background in pastoral ministry, strong leadership development skills, and a passion for helping not-for-profit organizations succeed, Mark has become highly sought after for his expertise in recruiting, networking, crisis management, team building, and best practices for board governance.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline for this search:

Application Deadline: *May 29, 2020*

Finalist Candidate Start Date:
To be determined.



LARRY NELSON

Supporting the Search

Larry is a chartered professional accountant and former CEO of the Baptist Housing Society in BC. He has served on many charity boards nationally and provincially including the board of the Canadian Council of Christian Charities. He has placed over 80 senior executives and worked with more than 50 not-for-profit organizations across Canada. He is passionate about lending his professional expertise to not-for-profit organizations.

HOW TO APPLY

Forward your resume and cover letter to Mark Kraft at info@nelsonandkraft.com

Please Note: Qualified candidates for this search must be Canadian residents at the time of application.

FOR MORE INFORMATION, PLEASE CONTACT:

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LARRY NELSON

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