

Director of Development & Marketing

Organization Name: Mercy Canada

Position: Full Time

About Mercy Canada:

Mercy Canada is a sanctuary of Christ-centred, holistic counselling, care, and compassion. We serve women, of all ages, who are struggling with their mental health and associated life controlling challenges. Mercy is dedicated to guiding resilient women through healing and empowerment. Grounded in Christ-centered principles, we empower women to rewrite their narratives, fostering hope, healing, and purpose.

Position Overview:

Mercy Canada seeks a dynamic Director of Development and Marketing to spearhead revenue generation, donor engagement, and strategic marketing efforts. This role is pivotal in securing financial resources for our programs and enhancing our organizations visibility.

Responsibilities:

Fundraising Strategy and Execution:

Develop and execute a \$2M annual fundraising strategy.
Cultivate & maintain relationships with donors, sponsors, and partners.

Donor Engagement:

Strengthen donor relationships through personalized communication.
Collaborate with program teams for impactful updates.

Grant Writing and Proposal Development:

Develop & oversee compelling grant proposals and timely submissions.

Communications and Brand Management:

Develop a strategic communications plan for enhanced visibility.
Manage content creation across channels, upholding brand identity.

Data Analysis and Reporting (Marketing Oversight):

Utilize fundraising software for performance tracking.
Prepare reports for leadership, providing insights.

Promotion and events:

Organize fundraising and awareness initiatives.
Plan and execute annual marketing plans and projects.
Identify new ideas for effectiveness and growth.

Team Leadership and Collaboration:

Lead, mentor and collaborate with cross-functional teams for effective communication. Supervise marketing, media, promotions, and event volunteers and temporary supporters. Provide regular one-on-one meetings for supervision, training, feedback, and encouragement.

Qualifications:

Bachelor's degree in a relevant field.

Minimum of 7 years of experience in fundraising, marketing, and communications.

Proven track record in securing major gifts and corporate funding.

Strong understanding of non-profit fundraising strategies, trends, and best practices.

Strong written and verbal communication skills.

High level of organizational and strategic planning skills, with the ability to manage multiple priorities effectively.

How to Apply:

Application Process:

Interested candidates with development, fundraising, and marketing experience are invited to submit a resume, cover letter, a brief paragraph of 250 words or less of your personal journey, and portfolio (if applicable) to Nicola Bartel at nbartel@mercycanada.ca.

Join Mercy Canada in driving impactful social transformation. Your expertise in fundraising, communications, and marketing will be critical in advancing our mission and making a lasting difference in the lives of women of all ages in the community.

Mercy Canada is an equal-opportunity employer. We encourage applications from individuals of all backgrounds and experiences.