



## JOB DESCRIPTION

(Sept. 2024)

**POSITION:** Development Coordinator  
**ACCOUNTABLE TO:** National Director, Diaconal Ministries Canada (DMC)  
**STATUS:** Part Time (18.00 hours ~ 2.5 days/per week)  
**COMPENSATION:** Negotiable

### PRIMARY RESPONSIBILITY:

*This position is responsible for new revenue generation through the development, maintenance, and management of all aspects of Diaconal Ministries Canada's fundraising efforts.*

### KEY FOCUS AREAS

#### 1) Program Development

In cooperation with the National Director, develop, manage, and track all aspects of DMC's fundraising efforts.

- a. **Relationships.** Develop and maintain relationships with donors and potential donors (including but not limited to: all diaconates/churches, former/present staff, former/present board members and workshop/webinar attendees).
  - a. Make in-person visits to an average of 12 donors/potential donors per year.
  - b. In cooperation with regional directors, make in-person visits to an average of 12 diaconates/churches per year.
- b. **Consistent Messaging.** In cooperation with the Communications Coordinator, develop and maintain clear revenue generating messages that appeal to potential donors (i.e. stakeholders).
  - a. Regularly write relevant stories/blogs and other promotional material.
  - b. Regularly engage with deacons and churches via social media including videos.
  - c. Ensure that most communications from DMC includes consistent branding and "how you can donate" and/or "how you can partner with us" messaging.
  - d. Assist in the design and content of the Annual Report.
- c. **Appeals.** Organize appeals and campaigns (e.g. email, social media, physical mailings, in-person) to solicit donations for the work of DMC (including NewGround).
  - a. Develop and maintain a system for thanking donors.
- d. **Alternatives.** Research and develop alternative avenues for revenue generation (e.g. grants, project based, government programs).
- e. **Creativity.** Develop new and creative ways to raise funds designated for the NewGround program.
- f. **Video.** Develop and maintain the use of videos to interact with churches, donors, and potential donors.
- g. **Build Capacity.** Train board members, staff, and volunteers in all aspects of DMC's fundraising strategies, procedures, and practices.
- h. **Legal.** Ensure that all legal requirements are satisfied.

#### 2) Record Keeping and Fundraising Evaluation

- a) **Systematize.** Using Keela, our Customer Relations Management (CRM) platform, along with DMC's office assistant, maintain a comprehensive database of all interactions with donors and prospective donors. Make use of this information to develop fundraising strategies.

- b) **Accountability.** Evaluate and provide comprehensive reports on all donor interactions and fundraising efforts.
- 3) Build and Maintain Networks**
- a) **Collaboration.** Develop working relationships with other fundraisers (and/or advancement directors):
- i) in the Christian Reformed Church (e.g. World Renew, Reframe, Resonate);
  - ii) of other charities and organizations (e.g. Christian Stewardship Services, NewGround partners).
- b) **Share Knowledge.** As requested, provide training to affiliated organizations (e.g. NewGround partners) on fundraising.

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each primary duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required:

- a) Able to support the vision, mission and values of DMC.
- b) A “people person” with strong written and verbal communication skills.
- c) Proven experience as an engaging writer and public speaker.
- d) Experience with (or ability to learn about) CRMs.
- e) Experience in not-for-profit sector fundraising and grant writing.
- f) Well-developed computer skills. Proficient in G-Suite and Google drives.
- g) Disciplined, organized, self-motivated workstyle; able to manage project workflow, multitask and work well with limited supervision.
- h) Able to maintain a flexible schedule, which includes some travel and evening work.
- i) Professional, cooperative demeanour; flexible and adaptable team player.

## EDUCATIONAL REQUIREMENTS (or equivalent experience)

- a) Three years work experience in the not-for-profit sector development/fundraising field is an asset.
- b) A post-secondary education.
- c) A basic understanding of Canadian fundraising laws.

## WORK LOCATION

- While the majority of this work can be performed from a home office anywhere in Canada, living near the Diaconal Ministries’ office (Burlington, ON) and/or near a cluster of Christian Reformed Churches is preferred.
- This position requires some travel throughout Canada.
- Required to be available some evenings and Saturdays (i.e. to lead/attend various networking meetings, committee meetings, and Diaconal Ministries’ board meetings).

*This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of the work to be performed by the successful candidate. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position*