



**Schedule "A"**  
**Job Description**

**Updated November 2022**

<b>Title</b>	Communications and Fund Development Coordinator
<b>Reports to</b>	Executive Director
<b>Hours of Employment</b>	37.5 hours / week
<b>Duration</b>	Permanent following a six-month probationary period
<b>Start date</b>	ASAP
<b>Compensation</b>	Commensurate on experience

**Job Purpose** Victoria Brain Injury Society (VBIS) is seeking a seasoned communications and fund development professional to join its tight-knit team. Responsibilities will be focused on an integrated annual giving plan that includes direct mail, e-solicitations and communications, events, and monthly giving as well as retaining and recruiting new partners to organize community giving initiatives.

The ideal candidate will be motivated, professional, and organized and have a knack for research. We're looking for someone who believes in the mission of VBIS and has exceptional drive for furthering our communications and fundraising efforts as well as strategizing and delivering on new ones.

**DUTIES AND RESPONSIBILITIES**

**Communications & Marketing**

- Develop, implement, and evaluate an annual strategic communications plan to advance VBIS's brand identity, increase awareness of our programs and services, and strengthen public visibility and understanding of the work of VBIS.
- Have an in-depth understanding of the Victoria Brain Injury Society's projects and communication goals
- Write compelling copy in alignment with brand voice
- Assist in the creation of social media posts across channels
- Attend weekly or biweekly meetings and events to create content
- Create and implement annual campaigns to increase awareness of Acquired Brain Injury (ABI) and VBIS. Enhance the image profile and reputation of VBIS.
- Develop and coordinate production of communication media (newsletters, brochures, special marketing, promotional materials, and web content)
- Interact with community and respond to all comments
- Review analytics and create reports on key metrics to reach KPI's

- Assist with researching and coordinating brand collaborations
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies, supporting in the development of communication materials emails, newsletters etc. that communicate activities within the organization
- Prepare and distribute press releases
- Oversee membership program, including maintenance of membership database and mailing list, registration and renewal of memberships, and processing membership applications
- Prepare and submit marketing & PR reports
- Communicate with Executive Director about marketing initiatives and project metrics, as well as to brainstorm fresh strategies

## **Fundraising**

- Propose, collaborate on and execute digital strategies to increase fundraising revenues by attracting more donors, inspiring existing donors, and ensuring donors are engaged with VBIS through their digital experience and increasing their level of giving over time
- Contribute to the development of annual fundraising campaigns and appeals, including, as applicable: agency briefing, concept development, creative implementation, copy writing/editing, production and deployment
- Create, deploy and report on e-mail marketing activities to support fundraising and donor journey objectives (i.e. – email updates, e-newsletters, impact reports and appeals)
- Optimize and improve email lists, opt-ins, open and click rates; conduct annual supporter email clean-up
- Analyze donating trends to improve performance of donations targets
- Seek opportunities for partnerships, sponsorships and advertising
- Assist in the execution of two annual strategic, unique and fiscally responsible events designed to inspire VBIS donors and prospects to donate
- Effectively convey the organization's mission, vision, and programs to potential donors
- Strategize and successfully execute fundraising campaigns

## **Website**

- Ensure websites function and stability across devices i.e. desktop, mobile, tablet
- Integrate client & donor CMS programs and data feeds into websites
- Design engaging and responsive landing pages
- Optimise all VBIS websites, including event sites, for maximum speed and scalability
- Work with marketing and research teams to incorporate brand elements and relevant market research findings into each website, including core and event sites
- Write and edit content for all websites
- Conduct testing on all VBIS websites to ensure accuracy and drivability
- Brainstorm blog post ideas for VBIS website that fit into communications strategy and work with volunteer team to review and refine content

## **QUALIFICATIONS, SKILLS AND ATTRIBUTES**

### **Mandatory Qualifications, Skills and Attributes**

- Excellent professional verbal and written communication skills
- Proficiency in using Microsoft applications including Excel, Word, Teams and Outlook
- At least three years of experience in fundraising, sales, or marketing
- Experience with email marketing and/or fundraising
- Experience in writing, editing, and brand storytelling
- Strong organizational and time management skills to determine work priorities and manage multiple projects in a fast-paced environment

- Ability to work both independently and within a team, to take initiative, and to prioritize work even when there are frequent interruptions
- Aware of, and sensitive to, cultural, ethnic and economic diversity; skilled at handling clients who are experiencing challenges related to mental health and/or substance misuse
- Ability to interpret verbal and non-verbal behaviour, to develop accurate perception and understanding of others' feelings, needs, values and opinions
- Open to reflective practice, learning, growth and development
- Approachable, helpful, positive and solution-oriented
- A criminal record check is required
- Capacity to learn new skills and software

#### **Desirable Qualifications, Skills and Attributes**

- Experience working with WordPress, Canva and Mailchimp
- Experience planning and organizing events
- Knowledge and understanding of acquired brain injury
- Experience in office administration preferably in the non-profit sector
- Experience working with volunteers

*Victoria Brain Injury Society is dedicated to providing support, education and advocacy to people with brain injuries and their families. We pride ourselves on having a relaxed, positive office environment where people feel free to be themselves. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their racial identity, disability, religion/belief, sexual orientation, gender identity. We encourage people with lived experience of brain injury to apply for positions. Should you require accommodations in order to attend the interview or work in our office environment please let us know.*