

## **Manager of West Coast Fundraising Events**

**Reports to:** Senior Manager, Fundraising Events

**Work Environment:** Virtual home office

**Role Type:** Contract, part time role (22.5 hours per week)

**Contract Period:** November 2021 – Dec 31, 2022, with possibility to extend

**Salary:** \$39,000 – \$59,500 base with performance bonus

**Deadline to Apply:** November 21, 2021

### **POSITION SUMMARY**

The position will report to the Senior Manager, Events who works in the National office in Toronto. You will be responsible for all aspects of executing our Comic Vision Vancouver and Cycle for Sight West Coast fundraising events and securing sponsorship and exhibitors for our View Point education event. You will work remotely with access to Raiser's Edge and computer support.

If you enjoy working with people and interacting daily with committee members, sponsors, guests, donors and volunteers then you NEED to apply for this job. We know it sounds like a big job, but don't worry, you will also be working closely with the rest of the incredible staff at FBC!

### **KEY RESPONSIBILITIES**

*Roles & Responsibilities:*

- Develop and manage overall plan for the events including strategic development and creative direction that focuses on participant retention, renewal and recruitment, event experience, revenue generation, sponsorships, ticket sales, volunteer development, awareness and long-term growth of FBC on the West Coast
- Facilitate event revenue generation activities directly and through volunteers.
- Develop and manage overall event budgets and critical path timelines
- Develop and update bi-weekly status reports with Senior Manager, Fundraising Events

- Food and beverage programming and event management
- Develop and implement a marketing plan for each event.

*Partnerships:*

- Develop and create customized sales and sponsorship materials for all prospective attendees and Local Sponsors leverage national templates
- Work with event partners to integrate on-site activations and maximize ROI
- Manage and execute post-event local sponsorship recognition plan

*Event Steering Committee:*

- Act as day-to-day point person for Comic Vision Vancouver and Cycle for Sight West Coast Committee Chairs and support for all members, and exhibitors support at View Point
- Attend all committee meetings and prepare all meeting agendas / materials as required
- In collaboration with the Senior Manager, Events, formulate committee retention and recruitment plans to strengthen committees
- Manage committee stewardship plan, including, but not limited to recruitment events, strategic postings, database management and attend meetings as required

*Fundraising:*

- Fundraising campaign development and management
- Ensure that all fundraising plans are on target
- Work with committee members to secure silent and live auction items, raffle prizes, gift bag items, fundraising awards and other gift-in-kind donations.
- Ensure successful integration and execution of all onsite fundraising initiatives
- Development of new fundraising / revenue generating opportunities

**KEY COMPETENCIES**

- Minimum 3 years of experience planning fundraising events (experience with P2P fundraising and 200+ person galas preferred)
- A relevant post-secondary degree or diploma
- Experience in donor cultivation and building relationships with sponsors, guests and committee members
- Exceptional marketing and social media experience – ingenuity and creativity are HUGE assets!
- Proven track record of achieving fundraising targets and managing expense budgets
- Experience using Raiser’s Edge, Mailchimp, and website development software i.e. WordPress
- Possess strong ability to multitask; able to operate under pressure and meet deadlines
- Excellent written and verbal communication skills are a must

- Ability to work evenings and weekends, as required
- Strong interpersonal, customer service, problem solving and planning skills
- Demonstrated ability to work in a team environment and motivate volunteers
- Driver's license is an asset

### **About Fighting Blindness Canada**

**Fighting Blindness Canada (FBC) is Canada's leading charitable funder of vision research. FBC offers hope to Canadians by identifying the best, most promising research that is driving treatments and cures for blinding eye diseases, and by raising and stewarding funds to support this essential, sight-saving research. Vision research is on the cusp of transforming care for blinding eye diseases.**

**Over our 47-year history, FBC has invested over \$40 million to support vision research and education across Canada: that's over 200 research grants that have led to over 600 new discoveries in areas such as stem cell research, neuroprotective therapies, technological developments, pharmaceuticals, and gene therapies.**

### **TO APPLY**

Please submit your cover letter and resume by 12:00 noon PT Sunday, November 21, 2021 to [jobs@FightingBlindness.ca](mailto:jobs@FightingBlindness.ca)

FBC is an equal opportunity employer and supports applicants with disabilities. Accommodations are available upon request throughout the recruitment process. We thank all candidates for their interest, however, only those selected for an interview will be contacted.