



Where childhood thrives, war does not.

Position Title	Chief Development and Marketing Officer
Location	The organization is based in Toronto, Canada with work from home arrangements.
Contract	Permanent
Background	<p>War Child is a registered Canadian charity based in Toronto that works to accelerate peace and disrupt the cycle of violence by investing in and empowering local communities to build brighter futures through comprehensive, evidence-informed programs that foster resilience, self-reliance, and self-determination.</p> <p>War Child is globally recognized for our grassroots, community-driven model of humanitarian action that's rooted in collaboration and entirely locally led. Over the years, we have developed a solid track record of long-term, sustainable impact supporting children and families living in areas dominated by war and conflict.</p> <p>War Child works with some of the most vulnerable populations around the world and are leaders in developing and implementing programs specifically targeting and protecting children, women, and refugees living in the most complex humanitarian environments in Afghanistan, Democratic Republic of Congo, South Sudan, Sudan, Uganda and Yemen.</p>
Position summary	<p>The Chief Development and Marketing Officer is a senior executive position responsible for leading a dynamic and diverse team in Canada and internationally. The CDMO will be responsible for leading, transforming, and building all of War Child's fundraising, communications, marketing and branding activities. This includes annual and monthly fundraising, major donor expansion and stewardship (with support from the President), events, foundations, and corporate fundraising. They will be responsible for ensuring strong relationships with external donors, foundations, and companies, and will be personally responsible for managing the organization's fundraising pipeline, including working collaboratively to identify and secure new and diverse opportunities. The CDMO will also oversee the organization's marketing and communications strategy, as well as all other strategic and creative partnerships to drive revenues and brand recognition. They will help to grow and consolidate War Child's brand and engage the public to build a broad constituency of supporters. The CDMO will lead the development and implementation of a multi-year public engagement strategy to enhance War Child's reach and content creation. The CDMO will also work with the President/Founder and Board to create and implement new strategic initiatives.</p>

<p>Responsibilities</p>	<p>Fundraising Strategy Development & Execution</p> <p>To establish and oversee the organization’s fundraising strategy and to ensure achievement of organizational growth targets. Specifically:</p> <ul style="list-style-type: none"> • Establish and pursue fundraising targets and strategies that are aligned with the overall War Child Canada growth plan, and plan for the rebalancing of restricted and unrestricted funds to facilitate those growth plans. • Create and manage fundraising programs, resources, and infrastructure to achieve short-term and long-term targets. Ensure that the organization has both the capability and capacity to deliver on its ambitious plans. • Monitor the overall execution of the strategies providing guidance and assistance as required. Anticipate and plan for future events, trends, problems, and opportunities, and exercise sound judgment. • Evaluate reasonable risk-taking opportunities and develop innovative solutions to maximize fundraising and communications opportunities. • Make strategic fundraising decisions using financial data, performance measures, and market information. • Ensure integrity with the mission and values of War Child Canada in all fundraising activities. • Personally cultivate, manage, and steward key donor and partner relationships. • Effectively manage team to cultivate and steward annual and monthly donors. • Ensure that the organization utilizes cutting-edge technology and fundraising best practices, including digital forms of fundraising, to raise revenue. • Ensure that the development team follows best practice in the maintenance and improvement of the organization’s donor database, donor communication tools, pipeline management, and related technologies. • Provide updates and reports to the Executive team and the Board of Directors on the status of fundraising projections, achievements, and gaps. • Ensure the development of corporate, creative, and celebrity partnerships towards the specific goal of generating revenue and building brand profile. • Participate with other War Child affiliates to explore and create additional opportunities for partnerships. <p>Marketing and Communications Leadership</p> <p>To ensure that the organization is utilizing effective communications strategies, plans, and policies to maximize fundraising goals and brand profile. Responsibilities include:</p> <ul style="list-style-type: none"> • Assist in the development and oversight of effective communications strategies, plans, and policies. • Ensure War Child Canada’s brand is effectively communicated, and that all external communications materials are effective and serve the goals of the organization as required. • Oversee timely and accurate communications services and support to all functions of the organization. • Ensure that communications efforts are goal- and revenue-driven.
--------------------------------	---

	<ul style="list-style-type: none"> • Undertake comprehensive and continuous reviews of brand guidelines and architecture to ensure ongoing public perception of the organization is accurate and relevant. • Build, enhance, and gain access to platforms to propel War Child’s public engagement. • Work with the President/Founder to improve and strengthen content and grow opportunities for public presentations, media and speaking appearances, editorials, and other multi-media. • Work with the President/Founder to expand opportunities to position the organization and/or staff as thought leaders and experts with a view to reaching new audiences, attracting support and growing the profile and recognition of the organization and its work. • Work with International Programs and Country Offices to create strong pipeline of content for fundraising and communications purposes. <p>Senior Leadership</p> <ul style="list-style-type: none"> • As a member of the Executive Team, the CDMO will contribute positively to the governance, growth, and culture of War Child Canada. • The CDMO will take part in team decision-making regarding long-term organizational goals, targets, budgets, and strategies. Team members are expected to play a leading role in the implementation and monitoring of War Child’s 2022 – 2027 strategic plan. <p>Staff Management</p> <p>Lead, guide, and support the fundraising and communications team. Specifically:</p> <ul style="list-style-type: none"> • Develop effective, motivated teams and team members to achieve common goals, supporting professional growth through mentorship and feedback to improve individual and team performance. • Encourage creativity, innovation, and adaptability in others. • As the fundraising revenue grows and the pipeline for dollars becomes established, work with Executive Leadership Team to grow the team accordingly. • Oversee the multi-year and annual planning of the growth team. • Practice direct, honest, and compassionate management of team. Serve as an empathetic mentor for the team and create a nurturing, engaging work environment that will enable staff to work to, and demonstrate, their full potential.
<p>Qualifications</p>	<p>Education</p> <ul style="list-style-type: none"> • University degree with college or certification training in fundraising and communications, or equivalent work experience. Postgraduate degree preferred. • Desired (Asset): CFRE designation or equivalent <p>Experience</p> <ul style="list-style-type: none"> • At least 10 years of proven experience and an unparalleled track record in resource and brand development within a charitable/not-for-profit organization with comparable size and complexity to War Child Canada. • A demonstrated track record and understanding of corporate philanthropy, major gifts, and individual giving. • Proven ability to cultivate and maintain meaningful donor and partner relationships, demonstrated through real-world examples.

	<ul style="list-style-type: none"> • Demonstrated experience working in both digital and traditional forms of fundraising and marketing. • Demonstrated experience of leading a marketing/communications team with an understanding of non-profit brand development • Excellent communication skills, with a particular ability to write appeals, grants, donor reports, and funding pitches. • Solid strategic thinking and analytical skills. <p>Knowledge and Technical Skills</p> <ul style="list-style-type: none"> • Development and Marketing capability, including expertise in: • Cultivating and managing major Donors; • Unrestricted Foundations; • Developing and optimizing Corporate Partnerships; • Annual and Monthly Donors; and Legacy Giving. • Strong experience in entrepreneurial development and building businesses. • Grant writing and donor relationship development. • Advanced written and oral communication ability. • Ability to make effective, clear, and compelling presentations. • Proven strong and engaging leadership and good understanding of management principles. • Budget development/ monitoring/ reporting. Strong financial acumen. • Demonstrated project management expertise. • Understanding of private sector/ international/ national/ local funding regulations and processes. • Thorough understanding of Canadian Revenue Agency regulations on charities and funding (knowledge about similar IRS requirements preferred but not required).
Compensation	A highly competitive compensation package will be provided, commensurate with experience and qualifications.
Application process	<p>INTERESTED APPLICANTS ARE INVITED TO SEND A CURRICULUM VITAE AND AN ACCOMPANYING COVER LETTER ELECTRONICALLY TO:</p> <p>Email: Priya.girdharie@odgersberndtson.com</p> <p>Please ensure your application email has the subject heading of ‘War Child: Chief Development and Marketing Officer’ – [insert your name]’</p> <p>Only those applicants selected for an interview will be notified. We regret we cannot entertain phone calls. War Child Canada is an equal opportunity employer.</p> <p>War Child Canada is committed to providing a work environment in which all individuals are treated with respect and dignity. Final candidates will be vetted in accordance with War Child Canada’s Child Safeguarding Policy and Prevention of Sexual Abuse and Exploitation Policy, including appropriate reference and security checks.</p> <p>War Child Canada is committed to providing an accessible workplace. For individuals with disabilities, accommodation is available upon request. Should you require accommodation at any stage of the selection process, please let us know. We will work with you to meet your needs.</p>

	<p>Candidates should be legally entitled to work in Canada. War Child Canada will not provide relocation support.</p> <p>For more information about War Child Canada, please visit www.warchild.ca</p>
Deadline	30 November 2021