

Fundraising & Community Engagement Manager

Location: Victoria, BC – 6917 Veyaness Rd Saanichton BC

Hours: 32 hours per week

Compensation: \$50,000 - \$55,000 per year based on experience.



VTRA respectfully acknowledges that we operate on the traditional territories of the Lkwungen (Esquimalt and Songhees) and WSÁNEĆ (Pauquachin, Tsartlip, Tsawout, Tseycum) peoples.

Our Mission: Build individual capacity through human and horse teamwork.

Our Vision: Learning, connection, and joy through the power of horses.

The Role: VTRA is searching for a dynamic Fundraising & Marketing Manager to lead all day-to-day functions related to its development and marketing efforts. With your top-notch presentation skills, fundraising and marketing savvy, and drive to make things happen, the successful candidate for this role will join a small but mighty team passionate about transforming the lives of our participants, our volunteers, our funders and our team.

The Victoria Therapeutic Riding Association (VTRA) was formed in 1982 to provide a therapeutic riding experience to children and adults with diverse abilities throughout the Greater Victoria area. Today, VTRA is a non-profit charitable organization that offers a variety of equine-assisted activities to more than 200 children and adults throughout the Capital Region.

Reporting to the Executive Director, the Fundraising & Marketing Manager is the primary team member giving direction, leadership and personal effort toward the achievement of the organization's fundraising and marketing goals.

Key Functions

Fundraising and Donor Management

- Utilizing your fundraising experience, you will develop the Annual Giving plan, inclusive of individual giving appeals, major gifts (Champions Ring), corporate sponsorship, VTRA special events, and third-party fundraising events and activities (such as cause-related marketing).
- Working with the Executive Director, you will track and prepare grant requests, final reports, and help meet other granting agencies' requirements.
- You will develop, design and communicate the compelling story or "case for support" for VTRA to use in its fundraising material, such as its major giving circle, the Champions Ring, and the Adopt-a-Horse program.
- You will work diligently to ensure that donors and funders feel appreciated, recognized, appropriately thanked, and connected, through regular communication, with VTRA and its activities.

Marketing & Community Engagement

- With your proven marketing skills, you will develop an Annual Marketing & Communications plan to share VTRA's story and its impact.
- You will steward the creation or adaptation of VTRA's website.
- Working with other members of the team, you will ensure that website content, social media content, newsletters and other communication tell fresh, compelling stories to both attract and retain participants, volunteers, donors, and funders.

- You will identify marketing and communication opportunities and make recommendations to leadership.
- Through the production of news releases, photographs, videos, and other means, you will work to attract media to share VTRA stories.
- Fired up with creativity, you will plan exciting community engagement, fundraising and donor stewardship events.

Administrative

- With an eye for detail, you will ensure the timely and accurate capture of donor and other contact information into VTRA's contact management system (Sumac), as well as MailChimp.
- In tandem with this, you will monitor Canada Helps donor information, ensuring that donors are thanked and special requests or comments actioned.
- You will develop and implement policies on gift acceptance, and recognition, and donor stewardship.
- You will pull fundraising reports as required, maintain prospect lists, and work with the Executive Director, Board Chair and Revenue Generation Committee to keep them updated, or to provide information and background as needed for successful donor requests and stewardship.

Knowledge, Skills & Abilities

Must have:

- 3-5 years of proven fundraising and marketing experience.
- Interest and passion for working with people and diverse populations.
- Outstanding communications, problem-solving, and organizational skills.
- Be an experienced, confident presenter, comfortable talking to big crowds or potential donors alike.
- Strong background in social and digital media and how to elevate awareness of an organization.
- Highly organized, able to juggle multiple tasks under pressure and deadlines.
- Experience with MS Office 365, and a variety of other software products including maintaining Customer Relationship Management (CRM) databases. Experience with Sumac a plus.
- Innovative thinking skills, creativity, and initiative.

Great to have:

- Experience with Major Gifts and Legacy Giving.
- Love working within a team.
- Interest and/or experience working for an equine based program or inclusion work.

Application process:

Interested individuals are asked to submit a resume and cover letter to careers@vtra.ca on or before April 30, 2024. We thank all applicants. Only shortlisted candidates will be contacted.

**Please note - Applicants must complete and submit a satisfactory criminal record check (in accordance with Government Criminal Record Review Program) as per agency policy.*