



**ADAPTABILITIES**  
CREATING SUCCESS FOR LIFE

*AdaptAbilities is a registered charity that provides an essential service to individuals with special needs and their families. Our unique programs promote positive self-care and well-being, empowering individuals to grow, succeed and belong. We are looking for dedicated professionals who share this vision to join our team. This is an opportunity to make a difference, supporting individuals to be a part of their community.*

## Development and Brand Manager

### Purpose

The Development and Brand Manager is responsible for implementing brand awareness and marketing campaigns to advance social and financial funding opportunities from individuals, corporations and foundations for AdaptAbilities. This position employs skills in relationship building and account management as well as collaborates with outsourced consultants to lead, develop, and execute AdaptAbilities' fund development, communication plans, media strategies, and marketing campaigns to support the vision and mission of the organization.

### Key Functions

- Directs and manages all areas of fundraising, donor relations, and stewardship
- Fosters strong, long-term relationships with donors, collaborators, sponsors and community stakeholders
- Prepares reports on progress, budget, receipts and expenditures related to fundraising and marketing management
- Implements marketing campaigns and promotion strategies to enhance the company brand, builds awareness for the cause, and strengthens social impact and company financial sustainability
- Develops and delivers integrated communications campaigns across PR, advertising, direct marketing, digital and social media
- Develops strategic marketing, communications and media plans aimed to further Adaptabilities' vision and strategic goal

### Qualifications

- Bachelor of Arts in Communications, Public Relations, Marketing and/or Business
- 5 years' experience working knowledge with fund development, marketing and communications
- 2 years' experience in a management position and non-profit experience is an asset
- Member of the International Business Communicators Association (IABC) is an asset
- Member of the Association of Fundraising Professionals (AFP) is an asset
- Knowledge of fundraising practices and Canada Revenue Agency guidelines
- Experience in networking with people and organizations to create connections for fundraising efforts
- Experience with E-Tapestry software is an asset
- Have exceptional writing skills and experience with grant writing and writing applications
- Proven ability in managing multiple projects and prioritize work
- Clear Police Information Check and Intervention Record Check
- Reliable Vehicle and Valid Driver's license

### Working Conditions

This is a permanent full time position. Office hours Monday to Friday 8:00 am to 4:30pm

### Compensation Package

AdaptAbilities offers a competitive salary, an attractive health and dental benefit package, paid personal days, RRSP matching and Health Spending Account

**Deadline:** Friday, February 15, 2019

Please email resume and cover letter quoting the position in the subject line to: [employment@adaptabilities.ca](mailto:employment@adaptabilities.ca)

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**CARE INDUSTRY**