

Palliative Care Society of the Bow Valley (PCSBV)

Position Description – Fund Development Officer

Reports to PCSBV Executive Director

1. About PCSBV

The Palliative Care Society of the Bow Valley is in the founding phase of its journey. Our mission is to support a compassionate and collaborative community that ensures the availability of high quality palliative and end-of-life care in the Bow Valley. We will enable individuals and their families to receive care close to where they call home, by coordinating and developing a full spectrum of palliative and end-of-life care in the Bow Valley.

2. Role Description

The Fund Development Officer leads the fund development planning, implementation and ongoing support of the PCSBV campaigns' fundraising activities. The Fund Development Committee Chair is the PCSBV's face to the community in this founding phase. The Fund Development Officer reports to the PCSBV Executive Director, and works closely with Fund Development Committee Chair and FD Committee to support the activities required to successfully attract and retain donors.

3. Responsibilities

The Fund Development Officer will:

Leadership

- Be an active member of the Fund Development Committee and attend all committee meetings
- Oversee and support all fundraising programs (annual appeals, planned giving, mid level gifts, special events including Hike for Hospice and golf tournament, galas, launches,...)

Processes

- Develop and implement a Fund Development Plan
 - Develop an annual budget for fundraising activities
 - Lead the drafting and creation of Fund development communications, publications and marketing materials
 - Identify potential foundations and granting agencies that might support PCSBV's mission
 - Write grant applications
-



- Support the Committee Chair in identifying prospective donors, corporate sponsorships, and partnerships
- Cultivate donor relationships
- Ensure the FD Committee and PCSBV are following the Ethical Fundraising and Financial Accountability Code by Imagine Canada

Systems

- Maintain the confidential FD donor database
- Assist in keeping PCSBV Website current with FD information.

4. Qualifications

The Fund Development Officer must:

- be a self-starting leader who needs little supervision
- have minimum of 5 years of fund development and communications experience
- have strong writing skills for content creation:
 - for digital marketing (electronic newsletters, Facebook, website content)
 - for public relations messages
 - for hardcopy design (awareness campaigns, fundraising campaigns, support programs delivery, and event and marketing collateral)
- possess strong project and time management skills with the ability to handle multiple tasks
- have outstanding writing, verbal, and listening skills
- be well versed in Word, Excel, Power Point, Outlook and fundraising software
- be versed with creation and maintaining social media

The Fund Development Officer preferably has (but is not essential):

- familiarity with BlackBaud fundraising software
- a post-secondary degree in related field
- the CFRE designation
- membership or familiarity with AFP

5. Working Conditions

This role will be a full time position of 40 hours per week based in Canmore, Alberta



**Palliative Care Society
of the Bow Valley**

www.palliativecarebowvalley.com

pcsbv@outlook.com

PO Box 40113 Canmore Crossing, Canmore, AB T1W 3H9

Office location: #202-1080 Railway Avenue, Canmore, AB.

6. Other Info

The selected candidate will be asked to provide 3 professional references. In the interviewing process, potential candidates may be asked to provide samples of their past work.
