



springboard

CONNECT. INSPIRE. ACHIEVE.

ABOUT US

Springboard's mandate is to build stronger communities by helping youth and adults develop the skills they need to reach their full potential. As a charitable organization, we deliver innovative, professional and diverse programming by establishing partnerships between our clients and their community. Springboard's program areas include community justice, employment, developmental services, youth justice, Weed out The Risk and The Community Learning HUB.

WHO WE ARE

People are at the centre of everything we do. We foster opportunities for skills development, personal growth and social interaction. We also actively promote work/life balance and mental health supports. We foster communication across the agency, from our Town Halls to our quarterly Springboard orientations. We are a learning organization and our people have the opportunity to provide feedback into all areas of the organization.

We have an active Employee Engagement Committee that focuses on connecting staff through communication, a rewards and recognition program, career development initiatives and of course, social and team building opportunities. Springboard offers a comprehensive benefits package for full time, permanent staff and, for all permanent positions, a pension plan that helps support our people in all aspects of their lives.

Internal / External Job Post

Communications & Fund Development Specialist HOF-NU22-49

THE OPPORTUNITY

- Job Class** ♦ Non-Union
- Department** ♦ Communications & Fund Development
- Location** ♦ Suite 800, 2 Carlton St. Toronto, ON (and virtual)
- Status** ♦ Full-Time - Contract (ending June 16,2023)
- Pay Rate** ♦ \$60,000 - \$65,000
- Vacancy Number** ♦ HOF-NU22-49

- Available** ♦ Immediately
- Hours/Shifts** ♦ Monday to Friday, 9:00 to 5:00 pm
Schedules are subject to change to meet departmental needs

Reporting to the Director, People & Culture and working with the senior leadership team, the Communications & Fund Development Specialist will be responsible for raising the awareness of Springboard's Programs and Services and support Program staff with revenue generation goals and strategies. The Specialist has primary responsibility for overall strategic communications and ensures a consistent brand and market presence for the organization. They will execute the communications strategy to support fund development and the overall awareness of Springboard's programs and services. A focus of program related fund development includes; supporting the solicitation of corporate donations, private foundation support, and events (e.g. the annual golf marathon).

In this standalone position, this role works collaboratively with the senior leadership team and staff at various levels of the organization to translate and synthesize strategic program ideas, relevant research and evaluation and key organizational messages into requests for support. They will be responsible for implementing the framework for building new relationships with potential donors as well as maintaining and nurturing relationships with established donors. The successful candidate is expected to demonstrate professionalism through excellence in knowledge, judgement and behaviour and will consistently demonstrate our core values of inclusivity, collaboration, innovation, care, and integrity.

Springboard offers a comprehensive benefits, pension and vacation plan.

WAYS YOU CAN CONTRIBUTE

Communications and Social Media

- Manage the organization's brand image and serve as the brand "voice" on social media and all external communications including creation of social media graphics, presentations and marketing materials with Canva.
- Oversee the organization's existing communications plan, working closely with Program Managers to support all program related priorities according to the strategic plan
- Utilize Hootsuite and Google analytics to track the impact and reach of Springboard's social media content across all platforms.
- Proactively deepen relationships with existing donors, partners and sponsors through donor communications. (e.g. Donor Newsletter)
- Regularly update Wordpress website to maintain and improve user experience
- Responsible for internal communications (eg weekly communication and bi-monthly Staff Newsletter via Mailchimp).
- Responsible for finalizing production of the 2021 Annual Report.
- Serve on Employee Engagement Committee to support Communications needs, activities and provide insight

Fund Development

- Work closely with the Program Management team to support proposals for various levels of government, foundations and corporations, to ensure they are compliant and reflect Springboard's reputation as a leading multi-service organization in Ontario.
- Research opportunities for proposal development in areas closely aligned with program priorities
- Manage funding requests throughout the life cycle of funder responses, including supporting management team and staff resources to understand and meet deadlines.
- Coordinate Sponsorship needs and day of activities of Annual Golf Event 2022

WHO YOU ARE

- Post-secondary degree in business, communications, journalism, marketing, fundraising or related field
- 3-5 years of relevant experience, preferably in a professional services environment with exposure to large scale, complex proposal request development
- Experience in coordinating special events and individual/corporate fund development
- Strong knowledge of social media and digital marketing strategies, best practices, and analysis
- Strong knowledge of social media platforms and tools (Facebook, Twitter, Instagram, LinkedIn, YouTube), email marketing services (preferably MailChimp) and Canva
- Strong knowledge of content marketing principles and related areas such as search engine optimization and writing for the web
- Experience with social media scheduling, aggregator and reporting tools like Hootsuite
- Experience developing a variety of content (e.g. written content, infographics, webinars, videos)
- Experience executing paid campaigns on Facebook, Instagram, LinkedIn Twitter
- Demonstrated experience using Google Analytics and other analytics platforms
- Exceptional writing, proofreading and editing skills
- Strong personal and professional integrity
- High proficiency with Microsoft Office suite (particularly Word, Excel and PowerPoint)
- Superior writing, editing and proofreading skills with a focus on content and style.
- Passion to produce a high quality and quantity of work, often under tight timelines, with an obvious commitment to client service (internal and external)
- Enthusiasm to collaborate, excel and deliver outcomes in a team environment.
- Capacity to work independently and as part of a team
- Ability to maintain flexibility in managing multiple project deadlines while still being able to provide support to other departments as required

Preferred Qualifications:

- Knowledge of community justice, employment and developmental disabilities
- Image and video editing skills
- Familiarity with Adobe Creative Suite and content management systems (preferably WordPress)
- Hootsuite and Google Analytics certifications
- Membership and active involvement in the Association of Fundraising Professionals (AFP)

- Certified Fund-Raising Executive (CFRE) Designation

Vaccination Policy

Currently, this position is not subject to mandatory vaccination nor vaccination disclosure and rapid antigen testing, but this may change in the future depending on direction from public health and/or Ministry guidance.

Springboard Services continues to follow Ministry and Public Health Guidance and all our employees are expected and required to continue to comply with applicable health and safety measures and compliance with established workplace access controls (e.g. screening), wearing a mask or face covering, using provided PPE, maintaining appropriate physical distancing and self-monitoring of potential COVID-19 symptoms.

APPLY

Thank you for your interest in working with Springboard.

Completion of satisfactory, professional references, background checks, and proof of education are requirements of employment.

The Deadline for Applications is June 23, 2022 at 4:00 pm. Please submit your cover letter and resume in a single document. You must also include the vacancy number in the subject line of your email when applying to careers@springboardservices.ca.

Resumes received after the application deadline will be considered at the discretion of the hiring supervisor. **No phone calls please. Only those selected for an interview will be contacted.**

We value the unique skills and experiences each individual brings to the organization and we are committed to creating and maintaining an inclusive and accessible environment for everyone. Applications are encouraged from those who reflect the diversity of our community and we will work with you to provide a positive recruitment experience. Please let us know if you require accommodation during the recruitment and selection process.