



About Easter Seals

One in five (22%) Canadians aged 15 years and over has one or more disabilities. In British Columbia and the Yukon, approximately 750,000 adults and 26,000 children have a disability that limits their independence and quality of life.

Now in its 77th year, Easter Seals BC & Yukon is one of BC's legacy charities operating for over six decades to provide programs and services to better the lives of children and adults with diverse abilities. Operated by the BC Lions Society for Children with Disabilities (Society), ESBCY has helped 1.1 million families in need through transportation services, Easter Seals Camps, educational classes, Easter Seals House, post-secondary bursaries at regional colleges and universities, community access services, and patient care programs.

As a registered charity, the Society relies on the generosity of donors to fund their programs and services. Through individual and corporate giving, grants, special events, and major gifts and bequests, the Society directs and stewards its funds with the strategic guidance and fiduciary oversight from its Board of Directors.

Mission

Inspire communities across BC and the Yukon to support, and enable access for, individuals with disabilities.

Vision

Enable abilities in our communities.

Our Values

- Excellence: We strive to be the best in all that we do.
- Relevance: We commit to effectiveness, sustainability, and continuous improvement.
- Integrity: We are trustworthy and accountable.
- Inclusive: We treat everyone with respect, embrace diversity, and value the contributions of individuals and communities.
- Collaboration: We foster teamwork and build collaborative relationships.
- Access: We champion improved access for individuals with disabilities.



Strategic Goals

Easter Seals BC & Yukon is guided by a Strategic Plan that focuses on the following three strategic directions:

- Support and enable access to meet changing needs.
- Build a strong, sustainable future.
- Ensure a robust organization.

What You'll Do

Reporting to the President & CEO and as a member of the Senior Leadership Team at Easter Seals BC & Yukon, the Director Philanthropy & Engagement, will advance the mission by increasing the reach of the organization's work, enhancing the overall reputation for excellence and expertise, driving the philanthropy strategy to fund current programs and services, and strengthen relationships with government and community partners, donors and granting agencies. Primarily, the Director is responsible for the development of the fundraising strategy and oversees the marketing plan to advance Easter Seals, BC & Yukon mission, vision and strategic goals.

The Director Philanthropy & Engagement will work with the CEO to attract, retain and grow a community of advocates, partners and donors. They will oversee the planning and implementation of marketing and communications activities. In collaboration with other members of the senior leadership team, they also provide input into human resources, financial resource management and business development opportunities.

The Engagement and Philanthropy staff is made up of talented and dedicated individuals. You will have the opportunity to further grow and recruit talent to this team.

Responsibilities and Duties

Strategic Leadership

- Lead the development and implementation of Easter Seals, BC & Yukon's fundraising strategy ensuring alignment to the organization's Strategic Plan and operational goals and objectives.
- Oversee the day-to-day operations of the fundraising (development) functions and marketing, communications.
- Collaborate with other Directors on inter-departmental work, projects, programs.
- Participate in the development of strategic and operational planning with the senior leadership team as appropriate.

Fund Development & Partnerships

- Develop and execute a comprehensive fundraising strategy that influences community partners, service clubs, associations, donors and other key stakeholders.
- Identify and secure support from a range of funders, including governments, international and national agencies, non-governmental organizations, foundations, the private sector, and individual donors.
- Champion and oversee Easter Seals, BC & Yukon's fundraising and event calendar; leading the development, execution, evaluation of highly successful engagements throughout the year to raise funds and elevate the profile of the organisation within local and regional communities.
- Ensure Easter Seals, BC & Yukon is working strategically with regional and national partners.
- Determine goals and metrics for fundraising programs; evaluate, monitor and report on progress against goals and on the key activities of fundraising programs, initiatives and staff.
- Provide strategic support to other departments to ensure Easter Seals, BC & Yukon Centre is prepared to leverage opportunities to expand the organizational impact, funding, influence, partnership, advocacy and programming goals.
- Lead the team to ensure full integration and coordination of their programs to maximize donor engagement and fundraising results.
- Work with Board and Committee members to execute, evaluate and monitor success.
- Act as a key ambassador of the organization at events, conferences, meetings, etc.

Marketing & Communications

- Oversee the Marketing and Communications team in the execution of a comprehensive marketing and communications strategy, including media and public relations, internal communications, brand management, social media, and direct marketing.
- Provide guidance and strategic direction for the planning and execution of marketing campaigns and activities, including advertising, public relations, events, and promotions.
- Ensure brand awareness and integrity of Easter Seals BC & Yukon across all internal and external channels by monitoring adherence to branding guidelines.
- Support the increased visibility and understanding of Easter Seals BC & Yukon by overseeing the delivery of the organization's key messages to broader audiences.
- Set performance metrics and review practices to evaluate the success of marketing and communications efforts.

Team Leadership & People Management

- Oversee and manage a staff team to achieve organizational and departmental goals and objectives. Provide leadership and direction for staff that supports the achievement of required outcomes.
- Lead regular departmental meetings and attend senior leadership team meetings.

- Foster and maintain a safe and respectful work environment for staff, supporting a culture of excellence.
- Conduct performance evaluations of staff, and through effective coaching, mentoring and management, ensure that staff performance is optimised.
- Oversee the development of diverse and creative professional development opportunities that support the department's knowledge, skills and competencies.

Financial Stewardship

- Develop and manage the departmental budget, overseeing expenditures and ensuring compliance with organisational policies and practices.

What you bring

A consummate relationship builder, the Director Philanthropy & Engagement, will bring a solid track record and demonstrated ability to connect with a wide variety of stakeholders, corporations, business partners and government, securing the resources necessary to develop and expand education and programming at Easter Seals.

The selected candidate will have the capacity to adapt to a continually evolving environment and thrive in a publicly visible, autonomous and caring workplace while leading the development and delivery of new programs. Excellent leadership, interpersonal, negotiating and communication skills and a personal values alignment with the organization are hallmarks of a suitable candidate.

The Director Philanthropy & Engagement will be someone with the highest level of professional ethics who is passionate about providing a premium level of service, consistency and quality in partnership with the Senior Leadership Team.

- Graduate of a post-secondary program in business, fundraising, marketing, or communications, plus demonstrated professional development.
- 8+ years in a fundraising leadership role and proven track record.
- 6+ years record of fundraising results of \$2-\$4M annually. Minimum of 5 years in a leadership role.
- Capital Campaign experience an asset.
- Proven track record of soliciting and closing major gifts.
- Strategic thinker – demonstrated ability to goal-set and develop a strategic plan and shared vision for the team and the organization.
- Strong leadership skills with the ability to facilitate collaboration among diverse groups.
- Polished oral and written communication skills.
- Proven relationship building skills and ability to work collaboratively with outside parties.



- Ability to work effectively with other team members as well as function independently.
- Demonstrated ability to function as an effective leader, mentor, coach and facilitator.
- Effective decision-maker, able to evaluate priorities and risks, and make decisions in the organisation's best interest.
- Excellent organisational and project management skills; able to organise work, set and meet multiple deadlines.
- Ability to adapt to changing environments and priorities.
- Passionate about the Society, its mission, vision and long-term plan.

What's In It for You?

We invest time and resources into making sure Easter Seals BC/Yukon is as good as the people we hire. Here are some of the reasons we attract the best people:

- Full-time (37.5 hours per week), Monday-Friday, with occasional evening and weekend work
- Environment: stimulating and challenging work environment. Hybrid role.
- Salary range: \$78,000 – \$104,000 *Negotiable based on experience.
- Balance your life: flexible schedule, 4 weeks paid time off, 2 bonus stat days, birthday off.
- RRSP Match 6%.
- Health: Medical Group Benefits.
- Ongoing training.
- Equal opportunities: We believe that all employees have the right to equality, equal opportunity, fair treatment, and an environment free of discrimination.

How to apply

To apply, please send an email to esimon@eastersealsbcy.ca with your resume and cover letter before **January 8, 2025**. If you have any questions, don't hesitate to contact us.

Diversity, equity, inclusion, and accessibility are essential to creating a meaningful and vibrant workplace. At Easter Seals BCY, we are committed to building a strong and representative team and encourage applications from members of all communities who are disadvantaged under the BC Human Rights Code. Easter Seals BCY is also committed to developing an inclusive, barrier-free selection process and work environment. Please advise if you require any accommodation measures to ensure you will be interviewed in a fair and equitable manner. Information received relating to accommodation requests will be treated with confidentiality.