



## Job Description

### Supporter Relations Director

<b>Position</b>	Supporter Relations Director		
<b>Department</b>	Supporter Relations	<b>Location</b>	The ADRA Canada office at 20 Robert St. W, Newcastle, ON, L1B 1C6
<b>Reporting to</b>	Executive Director	<b>Travel</b>	National/International required on frequent basis. Up to approximately 90 days/year.
<b>Appointed by</b>	Board of Directors (in consultation with the Executive Director)	<b>Supervises</b>	Supporter Relations Department staff
<b>Engagement</b>	Full-time	<b>Remuneration</b>	Commensurate with Experience
<b>Term</b>	This is an elected position and is subject to a probationary period of three months. The position will remain open subject to the elected term.	<b>Disclosure</b>	The nature of ongoing employment within ADRA Canada is dependent on financial contributions from its support base. It is to be recognised that the level of financial support is of a fluctuating nature.
<b>Revision Date:</b>	7 July 2021	<b>Applications close:</b>	Submit application to <a href="mailto:stayintouch@adra.ca">stayintouch@adra.ca</a>

#### POSITION PURPOSE

Direct, develop and maintain agency's overall marketing, communications and fundraising program, build and maintain key stakeholder relationships and contribute to agency governance through ADCOM to meet the needs of those in poverty and distress.

#### ADRA CANADA DESCRIPTION & MISSION STATEMENT

[ADRA Canada](#) (the Adventist Development and Relief Agency Canada) is the Canadian relief and development agency of the Seventh-day Adventist Church. ADRA Canada's mission is to work with people in poverty and distress to create just and positive change through empowering partnerships and responsible action.

ADRA Canada and all of its employees are engaged in supporting the Vision of the Seventh-day Adventist Church in Canada ([SDACC](#)) which is Proclaiming Christ, Nurturing Believers, and Serving Humanity. The ministry of ADRA Canada is an important part of the Christian mission of the Seventh-day Adventist Church and is done in harmony with its religious beliefs and practices.

#### KEY RESPONSIBILITIES

##### A. Church Relations/Ministry (10% of each work week, but permeated throughout role)

- Participate in daily worship and prayers. All employees take turns in leading worship for all employees.
- Be prepared to counsel callers (including church members and others) on role of Seventh-day Adventist mission and pray with them.
- Encourage partners (including Seventh-day Adventist Conferences and congregations in Canada, other Canadian and international Seventh-day Adventist entities and the worldwide ADRA network) in the mission of ADRA Canada and the Seventh-day Adventist Church. Educate them, as necessary, about the ministry role of ADRA Canada as part of the worldwide Seventh-day Adventist Church movement, consistent with the religious teachings of the Church.

- Contribute to corporate publications and represent ADRA Canada and its mission at presentations/speaker appointment requests, particularly with ADRA Canada's partners. Represent ADRA Canada with exhibits and presentations in churches, schools, camp meetings, conventions or other strategic opportunities, as necessary.
- Effectively manage relationships with key conference and union leadership and conference ADRA Canada Representatives.
- Ensure that all ADRA Canada activities are carried out in accordance with the values and religious beliefs of the ADRA network and the Seventh-day Adventist Church.
- As part of the ADRA Canada ministry, act in a way that reflects the religious beliefs and practices of the Seventh-day Adventist Church, both on and off duty.

#### **B. Leadership – Governance (20% of each work week)**

- Contribute to leadership and governance of agency through ADCOM.
- Report to the Executive Director on progress in meeting agency and department mandates.
- Report on progress of all Supporter relations activities, as requested, to Board of Directors.
- Facilitate the development and supervise implementation and regular review of the Supporter relations strategic plan to ensure all activities reflect and support achievement of the agency mission, vision and strategic plan.

#### **C. Leadership – Operational (70% of each work week)**

- Collaboratively oversee and develop key donor relationships nationally to strengthen and grow long-term donations.
- Contribute to the overall financial viability of the agency, including annual and planned giving.
- Ensure the development and maintenance of a comprehensive prospective donor list
- Lead the annual fundraising planning process to produce effective strategies to achieve income targets across the range of revenue streams.
- Identify new potential income streams and produce strategies to access these funds.
- Lead an effective fundraising team that delivers fundraising income meeting set targets.
- Oversee administration of *The Raiser's Edge*.
- Develop and monitor budgets of all cost centres within Supporter Relations.
- Maintain thorough understanding of CRA fundraising regulations and guidelines and ensure compliance in all activities.
- Maintain effective synergy and collaboration with other agency departments.
- Build, protect and manage the Agency brand including ensuring adherence to branding guidelines and graphic standards.
- Advise the Executive Director on public relations issues or media crises management strategy. Be the first point of contact when responding to media inquiries.
- Oversee the utilization of existing network to promote and elevate ADRA's industry profile, presence, and brand reputation, including proactive engagement on corporate social media platforms.
- Identify, initiate, and spearhead initiatives to continually improve and enhance overall communication and public relations strategy.
- Lead team members to develop engaging content and multimedia assets to be leveraged across various platforms and channels such as videos, written messages and compelling visual assets
- Maintain effective line management and staff morale by encouraging and mentoring professional development of team staff for personal career development.
- Conduct regular performance assessment of program staff against agreed outcomes and responsibilities.
- Perform other duties as designated by the Executive Director.

## COMMITTEE STANDING

Invitee, Board of Directors

Member, ADCOM

Member, Programs/Supporter Relations Committee

## EDUCATION, EXPERIENCE AND COMPETENCY

### Essential

1. Undergraduate degree in marketing, public relations, fundraising, communications or similar.
2. Certification in fundraising, major gifts or similar.
3. A personal commitment to ADRA Canada's mission, values and beliefs.
4. A personal commitment to the religious beliefs, practices, structure, standards and programs of the Seventh-day Adventist Church in Canada, including membership in the Seventh-day Adventist Church.
5. Ability to engage ADRA Canada's constituency and partners, the Seventh-day Adventist Church in Canada (including Conferences and congregations throughout Canada) and the international ADRA network.
6. A passion for social justice and international development to assist people in poverty, consistent with the Bible and the Spirit of Prophecy.
7. Excellent organizational skills and attention to detail.
8. Strong written and oral communications skills in English.
9. Leadership skills.
10. Management skills.
11. Strong interpersonal skills and the ability to maintain professionalism in sensitive and challenging situations.
12. Strong initiative. Able to anticipate needs and be proactive. Self-disciplined to meet deadlines and strong work ethic. Self-directed to take action and resolve issues. Strong sense of responsibility and ability to perform while delivering superior supporter service.
13. Ability and willingness for occasional local and international travel to remote destinations.
14. A citizen or permanent resident of Canada or the ability to legally work in Canada, by virtue of holding a current valid work permit.
15. Driver's license.
16. 10 years' experience with NGOs.
17. Understanding of cross-cultural issues and communication.
18. Basic budgeting skills.
19. Fundraising and marketing skills.
20. Public speaking skills.
21. Computer/CRM/data management skills, especially in *Raiser's Edge*.

### Preferred

1. Masters in fundraising or similar.
2. Certification in community development.
3. Written and oral communications skills in French.

## TERMS AND CONDITIONS

The terms and conditions shall be read in conjunction with the *ADRA Canada Human Resources Manual* (as amended from time to time), the contents of which form part of the employee's obligations to ADRA Canada. The obligations of ADRA Canada are as set out in the *ADRA Canada Human Resources Manual* and the applicable employment standards legislation and regulations, whichever obligations are greater. The employer will have no other obligations except as expressly set out in a written employment contract.

**Performance Review:** A Performance Review will typically be conducted after the first three months in the position. All employees will be required to participate in annual Performance Reviews.

**Job Description Continuous Review:** This job description is intended to describe the general nature and level of work being performed by incumbents assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Job descriptions are reviewed on a regular basis and can be modified at any time to meet the needs of ADRA Canada.

**Physical Requirements:** Must be able to read, speak, and hear. Must be able to effectively communicate both orally and in writing. Some standing, walking, bending, kneeling, carrying of light items, etc. required. Standard work hours, as defined by the *ADRA Canada Human Resources Manual*, are required.

**Working Conditions:** Essential responsibilities are performed either in the office or in travelling conditions.

- **Within the office**, the work is primarily in a sedentary and comfortable environment, with tasks usually performed under normal office conditions with little or no noticeable discomfort. The work area is well lit and ventilated.
- **If travelling** (international and/or domestic) there will be difficult conditions and challenging environments, particularly to destinations in the developing world.

#### **PERSONAL COMMITMENT**

Being employed by ADRA Canada requires personal commitment to its mission and lifestyle. The holder of this position will reflect in their personal and professional life the Christian values as taught by the Seventh-day Adventist Church, as referenced in the employment contract. The employee acknowledges and agrees that this position is one of ministry within the Seventh-day Adventist Church and that membership in the Seventh-day Adventist Church and adherence to the fundamental faith and religious beliefs and practices of the Seventh-day Adventist Church is essential to the proper performance of the duties of the position. The employee must conduct him/herself, both on and off duty, in accordance with the religious beliefs and teachings of the Seventh-day Adventist Church in all respects so as not to damage ADRA Canada's reputation or harm the employee's ability to fulfil all of the position's obligations. The employee must inform the Executive Director if he/she no longer adheres to, or maintains belief in, the fundamental faith and religious beliefs and practices of the Seventh-day Adventist Church.