



Fundraising and Communications Coordinator

Overview of the Job

The Fundraising and Communications Coordinator is responsible for

- Coordinating fundraising initiatives, events and growing new opportunities.
- Managing and delivering effective communication and messaging to the public for the Squamish Hospice Society programs consistent with established goals, objectives, policies and strategies set by the Board of Directors.

The Fundraising and Communications Coordinator oversees general administrative duties and collaborates and works closely with the Squamish Hospice Fundraising Committee, the Senior Program Director and the Bereavement Director.

Responsibilities

Fundraising and Event Coordination

- € Provide support and leadership to the Squamish Hospice Fundraising Committee to ensure fundraising success
- € Manage Fundraising and event efforts
- € Ensure implementation of fundraising plans
- € Seek out funding opportunities and maintain a funding report, in conjunction with the Fundraising Committee
- € Oversee fundraising events including securing donors, scheduling volunteers, preparing and posting newspaper and social media ads, posters.
- € Ensure staff and Board members are informed of planned fundraising events, targets and progress.
- € Manage annual giving and membership campaign as developed by Fundraising Committee
- € Establish a grant application calendar and be responsible for researching opportunities and submitting applications with support of appropriate Staff and program Directors
- € Manage donor recognition and communication
- € Establish professional working relationships with funding agencies, government agencies and community stakeholders to ensure the sustainability and growth of hospice palliative care service delivery in the Sea to Sky corridor.

Communications

- € Promote the Squamish Hospice Society's programs and services to the community, government, media and other agencies and stakeholders
- € Work with the Program team and Committee to implement and refine public communications, both internal and external
- € Ensure brand guidelines are maintained
- € Update the organizations website, Facebook Page and Instagram account
- € Manage all social media outlets for the Squamish Hospice Society
- € Create, edit and distribute e-newsletters, with input from staff and Program Directors.
- € Design, create and distribute Posters
- € Ensure Society's communication materials, such as program guides, annual reports, training manuals are completed and up to date
- € Promote the Hospice Society and educate the community and stakeholders through a variety of communication channels including, but not limited to, newspapers and social media
- € Ensure program collateral –brochures, bereavement packages, business cards, posters are updated and available as needed

Administrative

- € Participate in all other required staff support administration, which includes but is not limited to meetings, registration, filings
- € Respond to general inquiries; be knowledgeable about the Squamish Hospice Society and be able to communicate with clients and volunteers about programs and supportive services
- € Establish and maintain positive client relationships, even when clients are experiencing times of distress or heightened emotions
- € Ensure that staff, client, donor and volunteer files are securely stored and privacy/confidentiality is maintained.

Other

- € Assume responsibility for own professional development by attending seminars, conferences and in-service training sessions as approved by the Hospice Society Board
- € Other responsibilities or duties as assigned

Key Relationships

- Fundraising and Communications Coordinator reports directly to the Board of Directors / Executive Administrator
- Fundraising and Communications Coordinator works closely with the following positions and Board Committees:
 - Squamish Hospice Fundraising Committee
 - Senior Program Director
 - Bereavement Director
 - Hospice Volunteers

Qualifications, Knowledge & Abilities Requirements

- € Education and/or experience in hospice palliative care an asset.
- € Minimum 2 years of recent related experience in communications or an equivalent combination of education, training and experience.
- € Proven leadership abilities in a public sector or non-profit environment including the ability to guide and support, motivate and delegate.
- € Sound knowledge of the cornerstones of health charity including fundraising, volunteer development, program development and delivery and marketing management
- € Demonstrated competency with a range of computer programs; website content management, software and supporting software, e-newsletter programs, design programs, digital media and databases
- € Demonstrated skill in organizing events
- € Demonstrated experience in writing and editing, designing reader-responsive communication, media relations and public speaking
- € Able to communicate effectively in oral, written and digital form
- € Ability to work autonomously, take initiative, set priorities, resolve conflicts, organize work, and make independent decisions
- € Strong communication and presentation skills and ability to serve as a spokesperson.
- € Must be able to pass background check
- € Strong problem solving ability.
- € Ability to maintain confidentiality according to Society policy.
- € Demonstrated skill in leadership, teamwork and interpersonal communications.
- € Demonstrated coordination and organizational skills to develop and maintain strong relationships with key stakeholders
- € Ideally have attended hospice training or be willing to attend.