



West Central Women's Resource Centre

640 Ellice Avenue • Winnipeg, MB R3G 0A7
Treaty 1 territory, Original Lands of Anishinaabeg, Cree, Oji-Cree,
Dakota, & Dene peoples & Homeland of the Métis Nation

T (204) 774 8975 • F (204) 7833173

www.wcwrc.ca

Employment Opportunity: Director of Fundraising and Communications

The West Central Women's Resource Centre (WCWRC) provides services and programming to women and families in the West Central neighbourhood of Winnipeg. WCWRC is women centered and practices empowerment, inclusion, harm reduction, multi-level, and community economic development philosophies to support women experiencing poverty, homelessness, mental illness, violence, substance use or participating in sex-trade work.

The West Central Women's Resource Centre is committed to inclusion and equity and strives to ensure that our staff team reflects the diversity of the community we serve. Indigenous peoples, Black people and other people of colour, persons with disabilities, persons of minority sexual orientations, gender identities and expressions and persons with relevant lived experience are encouraged to apply and will be prioritized. We are committed to removing barriers to employment that are faced by groups that have been historically, persistently and systemically marginalized and encourage (but do not require) members of these groups to self-identify as such in their cover letters.

If you require an accommodation for the recruitment/interview process (including alternate formats of materials, or accessible meeting rooms or other accommodation), please contact us and we will work with you to meet your needs.

Position Summary: The Director of Fundraising & Communications is responsible for internal and external communications and oversees donor relations and fundraising activities.

Accountability: The Director of Fundraising & Communications is responsible to, and will be supervised by the Executive Director. To ensure appropriate accounting of hours worked, completed timesheets are to be submitted bi-weekly, by payroll date, to the Executive Director. To enhance the staff team and to be accountable to one another attendance at staff meetings, program meetings and trainings is required.

Term: Ongoing

Salary: \$27-\$29 /hour, plus benefits package and matched RRSP

Time requirement: 35 hours/week

Closing date: Open until filled

Responsibilities:

Fundraising and donor relations

- Implement and update Centre's Development Plan.
- Develop and implement 3 annual solicitation campaigns
- Maintain the donor database

- Establish and maintain regular communication with current and prospective donors
- Coordinate volunteers working on fundraising activities.
- Communicate Centre donation needs with the general public.
- Monitor and manage the Fundraising budget.

External Communications & Promotion

- Oversee Centre's Communications Plan and Editorial Calendar.
- Ensure all communications reflect the Centre's mission, vision and values.
- Ensure visual brand consistency in all external materials, such as the posters and social media posts.
- Maintain the Centre website.
- Oversee Centre social media platforms: Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Tell stories through text, video, and photography.
- Foster positive relationship with media outlets, identify and promote opportunities for positive media coverage, write press releases and track media coverage.
- Coordinate writing, design and printing of Annual Report.
- Assist with planning of AGM.

Internal Communications

- Support the processes for staff to communicate with one another
- Oversee monthly Staff Digest.
- Maintain photo database.

Management & Administration

- Supervise and support Communications Officer
- Produce reports as required by the Board of Directors and Executive Director
- Assist in occasional grant writing
- Collaborate with Admin team on projects as needed
- Participate in all staff, team and committee meetings

Knowledge, Skills and Abilities:

Essential

- Degree, diploma or certificate in Communications, Public Relations, or CFRE designation, or a combination of relevant education and experience
- Minimum 2 years experience in non-profit fundraising
- Experience with CRM software
- Strong written and oral communication skills, including experience writing media releases, correspondence and promotional material
- Demonstrated ability to work within anti-racist and anti-oppressive frameworks and actively engage in ongoing learning about these frameworks
- Experience working collaboratively with community organizations
- Ability to adapt to changing priorities
- Excellent organizational and time management skills
- Self-motivated and able to work with minimal supervision
- Strong attention to detail and follow up



Preferred

- Supervision experience
- Understanding of the impacts of colonization, oppressive systems and marginalization on communities
- Strong understanding of empowerment philosophies

Working conditions:

- Week days
- On site in the administrative office

Please submit resume and cover letter to the attention of the Personnel Committee with the title of the position in the subject line. Cover letter should expressly indicate how your experience meets the job requirements.

By email: lorie@wcwrc.ca

Mail: West Central Women's Resource Centre
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We thank everyone for their interest, however only candidates selected for an interview will be contacted.

