



POSITION AVAILABLE

DIRECTOR, CAMPAIGN

OPPORTUNITY OVERVIEW

Position:	Director, Campaign
Position Type:	Full-time
Location:	Remote from home, resident in Canada
Team:	Philanthropy
Reports to:	Vice-president, Chief Development Officer
Start Date:	June/July 2024

ABOUT US

Our vision is to inspire everyone to embrace the outdoors, to discover the diversity of our land and people, to enhance their health and well-being, and to share their stories along this globally significant and iconic trail network.

The Trans Canada Trail (the Trail) is the longest interconnected network of multi-use recreational trails in the world, spanning over 28,000 kilometres on land and water. Linking three oceans – the Atlantic, Pacific and Arctic – the Trail connects 15,000 rural, urban and Indigenous communities across every province and territory. It is a ribbon that connects Canada’s diverse landscapes, seasons, people and experiences, and fosters unity, collaboration and connectedness.

Trans Canada Trail (the organization) is a registered charity that stewards this national trail in collaboration with community-based partners. With funding from the Government of Canada through Parks Canada, and investments from all levels of government and generous donors, Trans Canada Trail is the largest investor in trail infrastructure projects in Canada, supporting improvements, growth and enhancements for the benefit of generations to come.

Trans Canada Trail staff are community-minded and believe in the benefits of outdoor recreation opportunities for all. Our skills are diverse – from trail development and signage expertise to philanthropy, communications and marketing, and organizational administration. We’re a geographically dispersed team, located in many different places in Canada, but closely connected through technology and a sincere effort to build and maintain effective working relationships with one another.

ABOUT YOU

You are passionate about the health and well-being of people and communities. The talents and skills you bring to your work are valued by your colleagues and you're always interested in learning something new. You enjoy working remotely and online, using digital platforms to think creatively and work collaboratively, and you believe in the importance of work/life balance.

ABOUT THE ROLE

This is a fantastic opportunity to join Trans Canada Trail! The Director, Campaign is an important role within our Philanthropy team to drive the success of Trans Canada Trail's multi-million-dollar transformational campaign. You'll be reporting to the Vice-president, Chief Development Officer and working closely with the entire Trans Canada Trail team to support the strategic goals and objectives of the organization.

This position is open only to residents of Canada, who are eligible to work in Canada.

KEY RESPONSIBILITIES

- Oversee all aspects of the campaign, including reporting, communications, and the execution of cultivation, solicitation and stewardship activities in support of campaign goals and priorities
 - Recruit and onboard key leadership volunteers, and work with volunteers to create and manage campaign prospect portfolios and to develop cultivation and solicitation strategies
 - Develop prospect lists and gift chart strategies in support of campaign priorities and in coordination with the VP, Chief Development Officer
 - Manage a portfolio of major prospects and donors
 - Manage the creation of promotional efforts, key messages and materials in collaboration with Communications and Marketing, including compelling cases for support, proposals and stewardship reports
 - Collaborate with cross-functional teams to support all fundraising activities, organizational events and annual programs
 - Monitor the campaign budget, and track and report on campaign progress using campaign scorecard tools
 - Establish comprehensive donor acknowledgment, recognition and stewardship processes in partnership with the Manager, Donor Relations
 - Ensure compliance with fundraising regulations, policies and ethical standards
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KNOWLEDGE, SKILLS AND ABILITIES

- Progressive leadership experience in fundraising programs, with a proven track record in major gift development
- Experience in collaborating with cross-functional teams to achieve campaign goals
- Demonstrated ability to build strong relationships with internal staff, donors, volunteers and other stakeholders
- Proven success in campaign design, strategy, pipeline management and meeting targets
- Strong strategic thinking skills with the ability to manage competing priorities
- Exceptional communication, writing, interpersonal and presentation skills
- Excellent project management skills with keen attention to detail

- Strong critical thinking skills with the confidence to make decisions within areas of responsibility
 - Resilient with the ability to solve problems and manage multiple projects effectively
 - Commitment to maintaining confidentiality, integrity and ethical standards
 - Bilingual (English and French) an asset
 - Team player, comfortable working in a decentralized staff model
 - Self-starter – ability to work independently.
 - Outstanding organizational ability, including capacity to multi-task
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DESIRED EXPERIENCE AND QUALIFICATIONS

- University degree or equivalent professional training and experience (minimum 7 years' experience)
 - Experience supporting senior fundraising volunteers
 - CFRE (Certified Fund Raising Executive) accreditation an asset
 - Database/CRM experience, preferably Salesforce
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COMPENSATION PACKAGE

We offer a compensation package that includes:

- Hiring salary of \$97,000 per year
 - Contributions to group RRSP
 - Insurance: health, dental, long-term disability and life insurance
 - Employee Assistance Program (EAP)
 - Flexible work location (within Canada) and hours of work
 - Generous paid vacation, holidays and sick leave
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COMMITMENT TO INCLUSION AND EMPLOYMENT EQUITY

Trans Canada Trail is a proud equal opportunity employer, and we are committed to creating a respectful, inclusive and barrier-free workplace that allows everyone to reach their full potential. A diverse workforce is key to our success, and we understand that different experiences, expertise and diversity of thought create better opportunities to understand the world we share.

TO APPLY

We value a staff team made up of people with diverse voices and experiences and welcome your application if this role calls out to you. If you already have the skills and experience that we've asked for, great. But we also consider potential – so if you don't have those exact skills yet, but you have the know-how and desire to develop them, know that we support professional growth, and this role may still be a great match for you – so don't be shy about applying.

Applications will only be accepted from residents of Canada, who are eligible to work in Canada.

Please send a resume and cover letter to: hr@tctrail.ca.

The deadline for submitting your application is: **Monday, May 13, 2024.**

Only those candidates selected for an interview will be contacted. We thank all applicants for their interest in working at Trans Canada Trail.

Trans Canada Trail is committed to the full inclusion of all qualified individuals. As part of this commitment, Trans Canada Trail will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the Manager, Human Resources at hr@tctrail.ca.

LEARN MORE

Website: <https://tctrail.ca>

Facebook: <https://www.facebook.com/TCTrailSentierTC>

Twitter: <https://twitter.com/TCTrail>

Instagram: <https://www.instagram.com/transcanadatrail>

LinkedIn: <https://www.linkedin.com/company/trans-canada-trail/>