



CHILD DEVELOPMENT INSTITUTE (CDI)

Director of Development, Marketing and Communications

The Role

Reporting to the Chief Executive Officer, the **Director of Development, Marketing and Communications** will assume leadership for fund development, marketing and communications for CDI and the CDI Foundation. The Director is expected to achieve the following outcomes:

- A financial development strategy and execution of a plan that provides support to a wide range of CDI programs and services;
- Execution of a marketing and communications strategy and plan that effectively delivers key messages and information to a variety of audiences and stakeholders, clarifying the work of CDI.

Internally, the role provides key staff support to the CDI Foundation, works as a part of the Senior Management Team and supports and participates in the Agency's governance processes and outcomes. The Director will engage and inspire staff and volunteer excellence and professionalism and ensure the right team is on board to meet the needs of the organization as well as working closely with program staff to articulate and fund their key initiatives. Externally, the Director is expected to be in the forefront representing CDI to relevant audiences and stakeholders. This includes managing relationships with prospective donors and partners, foundations and funders.

The Director will support key volunteers and staff in cultivation and solicitation of individual, sponsors and corporate/foundation donors.

About Child Development Institute (CDI)

CDI's mission is to transform the lives of children, youth and their families by developing and delivering world-class, innovative evidence-based mental health programs in Canada and abroad.

CDI, an accredited children's mental health agency in Toronto, is a ground breaker in developing innovative programming for children and youth and their families across four streams: Children's Mental Health Services, Family Violence Services, the Integra Program and Healthy Child Development.

Built on a legacy of more than 100 years of helping children and families, CDI has an established track record of success in children's mental health and family violence. Their family-focused approach puts families first. They work with each child and family's unique strengths, needs and challenges. They help them to uncover their abilities, give them tools to succeed, and support them in overcoming challenges.

Children's Mental Health include a range of individual, group and school-based programs to help children and families struggling with social-emotional and behavioural issues including the award-winning SNAP® (Stop Now And Plan).

Family Violence Services offer group and shelter-based programs to help women and children who have experienced family violence or other trauma.

Integra Program provides family-centred, evidence-informed direct clinical services to children and youth with diagnosed learning disabilities and mental health issues.

Healthy Child Development program includes five Early Learning Centres and the Parkdale High-Park Ontario Early Years Child and Family Centre. The program provides young children with a healthy start in a child-focused, play-based early learning environment.

Globally, CDI is active in knowledge development and in bringing proven evidence based programs to market and successfully disseminating through a social enterprise model. They are ambitious in their aspirations and need continued excellence in fund development, marketing and communications capacity to reach their goals.

The Opportunity

This is an opportunity for strategic oversight and management of both a fundraising and marketing and communications portfolio. CDI has recent success raising money with a social venture model which has expanded their reach nationally. The focus on children and the growing awareness of mental health will help the Director spread awareness and gain funding support. After the successful SNAP \$12M campaign, the organization is poised to increase the overall capacity for large transformation gifts.

The Ideal Candidate

The ideal candidate for the role is a highly strategic thinker who is skilled at looking at an organization's overall strategic direction and building plans that support a complex organization with numerous competing needs and interests. Within this context the Director will require the ability to resource the plan successfully from a human capital perspective.

Ideally the right candidate will have a strong mix of both fundraising and marketing/communications skills but at a minimum will be a strong fundraiser with exceptional management skills.

Within the fundraising portfolio, they will have a track record with a number of fundraising initiatives including major gift fundraising, corporate development, planned-giving, annual giving and donor stewardship and cultivation events. Candidates who have experience with partnership fundraising with multiple funders including private, corporate and government will be at an advantage as will those who have executed social philanthropic ventures.

Under the umbrella of marketing and communications the Director will require the skills to work with staff and outside resources to execute on a brand and communication strategy that delivers key messaging regarding the work of CDI.

The successful candidate will be smart, confident, assertive, independent and positive. They will be highly creative with strong innovative thinking and a great problem solver. He/she will be politically savvy and a collaborative team member with great customer service skills. Strong written and verbal communication skills with the ability to tell the CDI story is important.

Being passionate about children's mental health is fundamental to the role.

Key Accountabilities

Strategic & Operational Planning

- Create a strategic and operational plan that sets the foundation for both fundraising and marketing communications within the organization, ensuring all stakeholders understand the plan and the execution of key resources.
- Build fund and marketing strategies with individual program staff within CDI.
- Through strategic and operational planning help create a collaborative and cohesive leadership team.
- Communicate key priorities throughout the organization.

Fund & Partnership Development

- Work with the individual programs to create funding and partnership strategies.
- Develop a robust pipeline of potential donors from a variety of sectors. Introduce transformational funding to CDI.
- Work with staff and volunteers to cultivate and solicit major gift donors. Recruit new fundraising volunteers when necessary.
- Develop a sustainable fund development model for the SNAP program, post campaign.
- Explore venture philanthropy using SNAP as a model for other CDI programs.
- Help identify methods for increased non-restricted funds and long-term endowments including ways to increase funding for research initiatives.
- Develop and oversee a variety of cultivation and stewardship events and build a strong and vibrant stewardship program.
- Energize and revamp the existing annual campaign.
- Provide support to fundraising committees and the CDI Foundation.
- Provide a donor clearance process to ensure significant national donors are cultivated in the most advantageous ways.

Marketing & Communications

- Work closely with the marketing team and outside resources to execute on the recent marketing strategy, focusing on brand development and positioning and messaging of CDI and its various child and youth programs.
- Help raise the profile of CDI and child and youth mental health in general.
- Help staff and volunteers tell the CDI story in a vibrant and compelling way to engage donors and key stakeholders and communicate the impact of CDI work.
- Help tailor communication strategies to meet the needs of individual donors.
- Support of the Manager with the activities of both internal and external marketing and communications and the many competing priorities including media and PR.
- Recruit and manage pro-bono marketing and communication firms along with growing earned -media.
- Investigate cause marketing strategies as a potential source of funding.
- Integrate marketing and communication strategies into all social media activities.

Human Capital

- Build a human resource plan that most efficiently meets the needs of the key priorities of CDI.
- Recruit and develop fundraising and leadership volunteers to support CDI programs and initiatives.
- Develop performance strategies for staff with metrics to measure deliverables.

Qualifications & Required Skills

- An enthusiastic proven fundraising professional with a relevant undergraduate degree combined with a minimum 5 years as a senior fundraising executive.
- Demonstrated ability to raise funds, both annual and major gifts, from foundations, corporations, governments and individual donors and successful implementation of short and long term financial and operational objectives.
- Track record cultivating and closing major gifts, six figures and above. Ideally with experience with transformational giving of \$1M and larger.
- Experience managing the marketing and communications portfolio a definite asset as is venture philanthropy and cause marketing.
- Ideally, you have had responsibility at the strategic level for the development of brand strategy, crisis communication plans, and the implementation of a reputation management strategy.
- A proven leader with experience managing and growing professional level staff giving them autonomy and support.
- An above average relationship manager who builds trust and collaboration with a wide range of stakeholders.
- Excellent communication and written skills. Capacity to speak and write in a compelling manner and to tailor messages to the various stakeholder groups.
- Is a strategic, innovative and results oriented thinker.
- Ability to work with leadership volunteers and Board members and mobilize and integrate their aspirations into the corporate plan.
- Possesses a high EQ as well as being results oriented with have a 'can-do' attitude.
- Computer literate with a track record working on major fundraising databases.
- Highly organized, manages well under pressure with competing interests.
- Decisive and strong.

Additional Information

- Toronto.

For More Information

If you meet the criteria above and are interested in applying for the position, please send your resume to vesna@searchsmart.ca or call Sandra Paquette at 416-763-0404. We are actively recruiting for this position, so to ensure you are given due consideration for this opportunity, interested candidates should send their resumes as soon as possible.

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