



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous



years of
community
ans dans la
communauté

Career Opportunity

National Donor Relations & Stewardship Officer

Full-time permanent hybrid

The Canadian Mental Health Association National Office is seeking qualified applicants for the role of National Donor Relations & Stewardship Officer to join the National Office Fund Development team.

About CMHA: Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health network in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Our vision is a Canada where mental health is a human right.

CMHA's National Office supports the federation and drives system and social change. We are leading a campaign to ensure that Canada has universal mental health care: www.actformentalhealth.ca This position is with the National Office and supports the federation.

Reporting: Chief Philanthropy and Partnerships Officer

Position Summary: This position will be responsible for developing and executing communication strategies to engage and retain donors, support brand activation opportunities, and increase resources for CMHA National.

Location: The role is based out of the CMHA National office in Toronto at 250 Dundas Street West. To encourage collaboration and explore new ways of working, CMHA National supports a hybrid work model of 2 days in the office and 3 days working from home.

Responsibilities:

- Develop and implement donor communication strategies to support fundraising efforts and donor stewardship
- Work in close collaboration and consultation with colleagues in the MarComm team to create and produce Fund Development content for print and digital channels.
- Draft and project manage the production of fundraising materials, such as a case for support, fundraising copy and a “fundraiser toolbox” to support frontline fundraisers.
- Ensure alignment with our National Bilingualism Policy in all content creation and work closely with Translation Services (part of the MarComm team) to execute across CMHA channels-
- Draft individual giving proposals and stewardship reports for the Fund Development team
- Plan and compose brochures, website copy, direct mail, invitations, and other marketing and development communications
- Write fund development-related pieces, short features, and other long-form content for the CMHA website/newsletter
- Interview staff, supporters, and key stakeholders across the CMHA Federation for fundraising/stewardship focused features
- Create and manage a reporting system to ensure stewardship reports are produced and delivered in a timely manner
- Develop and manage a system to capture requests to track and organise all writing work
- Support frontline fund development colleagues in creating bespoke major donor stewardship strategies
- Develop & regularly refresh form letters for tiered recognition of all donors
- Maintain a proposal library on SharePoint and Salesforce
- Monitor and report on the effectiveness of donor communication strategies and make recommendations for improvements.
- Stay current with industry trends and best practices in donor communications and apply them to CMHA's theory of change.

Education & Qualification:

- Bachelor's degree in communications, marketing, or a related field.
- Minimum of 3 years of experience in fundraising, donor relations, or marketing & communications.
- Exceptional writing, editing, and proofreading skills with the ability to write for different audiences and platforms.
- Experience with donor databases, email marketing, and social media platforms.
- Ability to do basic design with programs such as Canva, Adobe Suite, etc.

Knowledge:

- Excellent interpersonal and communication skills with the ability to build and maintain relationships with donors, stakeholders, and colleagues.
- Strong project management skills with the ability to manage multiple projects simultaneously and meet tight deadlines.
- Knowledge of mental health issues and a commitment to the mission and values of the Canadian Mental Health Association.
- Bilingualism is an asset

Skills:

- Exceptional organizational and time management skills with a strong attention to detail.
- Excellent written and verbal communication and documentation skills.
- High degree of emotional intelligence and excellent listening skills.
- Effectively able to work under pressure and manage change in a fast-paced environment.
- Capability to work independently or within group dynamics as required.
- Highly motivated and passionate about mental health.
- Strategic and able to prioritize for high impact
- Proficient critical and analytical thinking, problem solving and judgment abilities.
- Demonstrate sound judgement with the ability to work independently and proactively seek solutions to issues as they arise.
- Service-oriented with the ability to thrive in a collaborative work environment.
- Flexibility with changing priorities and ability to remain focused to meet targeted timelines.

Compensation: \$50,000 - \$63,000 with benefits and a flexible work environment.

Are you a fit?

If you are interested in applying for the role, please submit one pdf document of your cover letter and resume to hr@cmha.ca by **March 24, 2023**. We thank you for your interest and please note that only those identified for an interview will be contacted.

To learn more about CMHA, visit: www.cmha.ca

CMHA is committed to our workforce reflecting the diversity of the communities within which we work. As such, we encourage applications from persons with disabilities, members of visible minorities, First Nations, Inuit, and Métis people, people of all sexual orientations and genders, and others who may contribute to the diversity of our staff.