



## **Communications & Stakeholder Relations Specialist**

The Canadian Association of Gift Planners (CAGP) is a national association that inspires and educates the people involved in strategic philanthropy. Our members are fundraisers and professional advisors who are enormously passionate about what they do – helping donors realize their philanthropic dreams and support the important work of Canada’s charities. CAGP is also an important voice of philanthropy in the social benefit sector and has a long track record of influencing tax and legislative matters that support charitable giving.

CAGP has a small, dedicated staff team that has a big impact. We offer a fun and flexible work environment with a good benefit package and an opportunity to grow and expand your professional skills, connect with a pan-Canadian network and make a real difference.

### **Position Overview**

Reporting to and working closely with the Vice President, Education & Development, the Communications & Stakeholder Relations Specialist leads the development and implementation of CAGP’s overall communications and outreach strategy to raise the profile of the organization and its mandate with key stakeholders and audiences, and with the general public. The Communications & Stakeholder Relations Specialist is also accountable for establishing, supporting and maintaining effective relationships and communications structures with and between the network of 20 local Chapters across the country.

### **Duties and Responsibilities**

#### **National Office Communications (60%)**

- Development, implementation and evaluation of a comprehensive organizational communications plan including the establishing communications goals and measurable objectives
- Development, management, and oversight of social media strategy (Facebook, LinkedIn, Twitter, YouTube, etc.)
- Development and maintenance of an annual/quarterly/monthly editorial calendar
- Writing, compilation and dissemination of e-communications (bi-weekly eNews, and additional e-blasts) to membership and distribution lists while maintaining annual/quarterly/monthly editorial calendar
- Developing and facilitating of marketing, communications and promotional activities related to the CAGP Annual National Conference
- Development, management and ongoing maintenance of CAGP’s national website and content management system while monitoring effectiveness of site using analytic software
- Managing the development, design and production of CAGP’s promotional and collateral materials, including ad development, brochures, stationary, etc.

#### **Chapter Support and Development (30%)**

- Maintaining regular communication with local CAGP Chapters including developing effective strategies communications and information sharing between National office and Chapters

- Facilitating orientation for new Chapter leadership volunteers and providing support to Chapters with membership development and event management
- Training and supporting Chapter volunteers in the management and maintenance of their local web-pages and event listings
- Convening quarterly through teleconferences with Chapter Chairs, preparing agenda packages, participating on teleconferences to provides reports / updates as relevant, minute-taking and recordkeeping

### **LEAVE A LEGACY Program (10%)**

- Providing support for the growth and development of the Leave A Legacy Program
- Developing and ensuring adherence to local Leave A Legacy program guidelines, i.e., Right of Use Agreements, provision of campaign collateral materials, logo usage information, sponsor recognition, etc.

### **Qualifications**

- Post-secondary education in communications, marketing, public relations and 2-3 years of relevant work experience, preferably in a nonprofit setting
- Proven track record in communications planning and developing outreach strategies
- Exceptional organizational and time management skills; ability to manage a heavy workload, prioritize, multi-task and meet deadlines
- Exemplary relationship management skills and a demonstrated commitment to optimal customer service
- Excellent verbal communication skills; articulate with an ability to communicate in a clear, succinct and professional manner, with good judgment, tact and diplomacy
- Solid writing skills, appropriate to a variety of mechanisms and audiences
- Experience in overseeing a website and managing day-to-day web maintenance, and working with a customer relationship management system; experience with Drupal and CiviCRM an strong asset
- Knowledgeable of and experienced with website analytics
- Experience with and enthusiasm for social media and social networking with an ability to apply in an organizational context
- Strong computer skills with proficiency in MS Office; experience with Adobe Creative Suite software is an asset
- Strong interpersonal skills; ability to work well with colleagues in a team setting
- Experience with working with and motivating volunteers
- Competency in both official language is a strong asset

### **Compensation and Benefits**

Compensation is commensurate with experience and qualifications, within a range of \$45,000-\$50,000. A comprehensive benefits plan is on offer to the successful candidate.

Interested candidates should apply with their resume and cover letter by 12 noon EDT on Monday, August 20, 2018 by email to [ataylor@cagp-acdpd.org](mailto:ataylor@cagp-acdpd.org).