

Title: Director-Major Gifts and Planned Giving

Employee Working Location: Partially Virtual / Hybrid (Canada)

Employment Status: Permanent Full-time

The Canadian Red Cross (Red Cross) – an inspirational not for profit organization, helps people and communities in Canada and around the world in times of need and supports them in strengthening their resilience. As a Canada's Best Employers 2024, we are committed to having an accessible, diverse, inclusive, and barrier-free work environment.

As a key contributor in our Philanthropy leadership team, the Director, Major Gifts and Planned Giving will spearhead the development, management, and expansion of our Major Gift (individuals \$25,000+) and Planned Giving channels. This role is responsible for providing leadership in developing channel fundraising operations and support strategy. This will include overseeing donor recruitment, cultivation, engagement and retention activities and events. The Director, Major Gifts and Planned Giving will also be accountable for building relationships with key internal and external stakeholders and securing philanthropic commitments from a personal portfolio of donors. They will work collaboratively with a group of professionals representing all facets of fundraising to achieve the Society's goals in support of our mission.

This national role collaborates with the Senior Director, Campaigns, Major Gifts and Planned Giving and is supported by a dynamic team of fourteen.

We are seeking a strategic and forward-thinking leader who will infuse our fundraising efforts with innovation, ambition, and a clear vision. The ideal candidate is an experienced fundraiser with a proven track record in major and planned giving program development, ready to drive the expansion of our program with energy and initiative. You will bring a history of managing a successful personal portfolio, where you have built robust pipelines and secured seven-figure donations.

As an outstanding relationship manager, you will thrive on forging new connections, engaging with diverse individuals, and championing the Red Cross' mission. Your leadership will be characterized by inclusivity, collaboration, and encouragement, guiding a skilled team from strategy to action to achieve ambitious goals.

This role demands a highly organized, goal-driven individual capable of managing multiple tasks seamlessly. You will cultivate a culture of winning and fundraising excellence, inspiring your team to meet challenging yet attainable goals and strategically driving strong channel growth.

Aligned with our work culture, we seek a leader who is solutions-focused, values-driven, and adept at building trust and strong relationships in a complex, matrixed environment.

In this role, you will :

Strategic Leadership

- Working closely with the Senior Director and Senior Managers, oversee the development, planning and execution of fundraising programs and campaigns ensuring fundraising efforts

align with the organizational strategic framework, goals and priorities, including advancing the Time to Act capital campaign.

- Drive growth and sustainability by working with Senior Managers to set ambitious fundraising targets and lead the team to achieve and exceed these goals.
- Develop and implement innovative multi-year strategies and plans to identify, cultivate, and solicit major and planned gifts, through the implementation of donor segments, journey maps, donor experience, and effective recognition and engagement events.
- Oversee the strategy and execution to grow the major and planned giving prospect pipelines.
- Collaborate with philanthropy department colleagues to advance strategy and execution for your channel, achieving alignment and buy-in.
- Provide leadership to donor committees, giving circles and round tables including the development of engagement events.

Portfolio Management

- Lead by example by personally managing a select portfolio of donors and prospects to secure support for the organization's fundraising priorities. This will include identifying, cultivating and stewarding major, transformational and legacy gifts.
- Involve and support senior leadership and executives as well as senior volunteer solicitors in the cultivation, solicitation and stewardship of major and /or legacy donors.
- Prepare and present compelling fundraising proposals and reports to donors, prospects, and stakeholders at the national and international levels.

Team Leadership, Management and Operational Planning

- Set the strategic direction for the team, ensuring alignment with organizational goals. Define strategy, objectives, resources and budget to achieve short to mid-term priorities; measure progress to plan.
- Provide coaching to senior managers on people management processes and workforce relations including performance management, conflict, development planning, and hiring.
- Work with and through your leadership team to motivate and enhance a high-functioning professional team through continuous growth and development feedback and activities, reflective of our values.

What we are looking for :

- Minimum of 8-12 years of experience and a 3-year college diploma or university degree in business, marketing, philanthropy, nonprofit management, community engagement or an equivalent combination of education and experience. A CFRE is an asset
- Requires advanced professional expertise and proven track record in non-profit leadership, major and planned giving, with multiple successful solicitations over \$1M
- Strategic thinker with strong analytical and problem-solving abilities.
- Leadership and management experience with a team of fundraising professionals, with the ability to provide strategic vision, drive innovation, develop multi-year plans and inspire and motivate high-performing teams to achieve ambitious objectives.
- Brings a dynamic and adaptive leadership style, with the ability to navigate modern fundraising systems, data tools, and cross-functional platforms to enhance donor engagement and operational effectiveness.
- Ability to develop and manage program budgets, monitor expenditures, and ensure financial accountability.
- Exceptional interpersonal and communication skills, with the ability to inspire and engage diverse internal and external audiences.
- Ability to apply knowledge of fundraising best practices, ethics, and regulations at national and international levels, including competence with gift planning vehicles and associated tax benefits for donors.
- Proficiency in standard computer applications (Microsoft Office Suite), fundraising software and donor management systems.
- Fluency in English is required, French is an asset.
- Current driver's license and access to a car is required.

Working Conditions :

- Primarily office-based in a hybrid work arrangement.
- Some domestic or international travel to generally safe locations; exposure to moderate adverse conditions requiring attention to personal safety.
- Work requires the ability to work to multiple, conflicting deadlines.
- Work requires interactions with clients who may be agitated or are experiencing stressful situations.
- As we work with and support people (managers, colleagues, beneficiaries/customers, volunteers, donors and external partners) and communities in Canada and around the world, applicants whose first language is not English may be required to perform the responsibilities of the role in English.

- Eligibility to work in Canada: At this time, we welcome applications from candidates eligible to work in Canada. If you are not a citizen or permanent resident of Canada, we encourage you to carefully review your visa to find out whether you are eligible to work in the job you are considering applying for. Refer to our FAQ for more information.
- If you are selected for this role, you will be required to complete a successful pre-employment screening process which includes a satisfactory Enhanced Police Information Check (E-PIC).

Link to apply:

https://tre.tbe.taleo.net/tre01/ats/careers/v2/viewRequisition?org=CRCS&cws=75&rid=14871&utm_source=cagp&utm_medium=14871&utm_campaign=Sept2025