



# Director of Development, PNT Division Position Brief



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KCI Search + Talent has been retained to conduct this search on behalf of The Salvation Army Canada and Bermuda Territory. For more information about this opportunity, please contact Jill Anderson, Associate Vice President, by email at [TSA\\_DOD@kcitalent.com](mailto:TSA_DOD@kcitalent.com).

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to the email address listed above by **July 16, 2025**. Note that we will be reviewing candidate submissions as they are received. Early submission is encouraged.

The salary range for this position is \$105,000 to \$125,000 and includes a comprehensive benefits package.

The Salvation Army does not discriminate in our hiring process. Our hiring policy respects the non-discrimination principles of the Human Rights Codes across Canada. In addition, we adhere to all relevant employment laws, providing domestic partner benefits accordingly. The Salvation Army offers accommodation for applicants with disabilities in its recruitment process. If you require any accommodations, please notify the KCI Search Consultant.







## **Divisional Director of Development, Prairies and Northern Territories Division The Salvation Army Canada and Bermuda Territory**

### **THE OPPORTUNITY**

The Prairies and Northern Territories Division of The Salvation Army Canada and Bermuda Territory is seeking an engaging and mission-driven Divisional Director of Development (the “Director”) to lead a comprehensive individual giving program and personally drive leadership gift fundraising (\$50,000+) that advances the organization’s strategic priorities.



Reporting to the National Senior Director, Leadership and Legacy Giving, the Director will lead a team of 7 fundraisers, raising \$9M annually through mid-level giving, major gifts, leadership giving, and legacy giving. A strong coach and mentor, the Director will foster a high-performing, motivated team and lead by example to ensure fundraising goals are achieved.

A seasoned fundraising professional, the new Director will bring expertise in all stages of the donor cycle ensuring the development of meaningful, lasting relationships that support the organization’s long-term mission and impact. In addition to managing a portfolio of dedicated donors, the Director will provide strategic oversight of The Salvation Army’s Prairies and Northern Territory Division legacy giving program.

As a member of the leadership team, the Director will be a strategic leader, focused on upholding and promoting the values, policies, procedures, codes of conduct and ethics of The Salvation Army Canada and Bermuda Territory.

The Salvation Army Canada and Bermuda Territory currently offers a flexible, hybrid work environment with team members attending in the office at 200-5615 101 Avenue NW, Edmonton, Alberta, as required. Travel within the province to visit donors and staff will be necessary from time to time.



## ABOUT THE SALVATION ARMY CANADA AND BERMUDA TERRITORY

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest non-governmental direct providers of social services in the country. The Salvation Army gives hope and support to vulnerable people today and every day in 400 communities across Canada and more than 130 countries around the world.

The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, provides shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction.

As the largest non-governmental direct provider of social services in Canada, The Salvation Army provides unprecedented support to the society's most vulnerable.

Social and community service programs focus on nurturing the capacities, skills and strengths of individuals rather than just meeting their needs.

With the public's generosity, in 2023 in Canada:

- The Salvation Army provided 5,500 shelter, addictions, detox and mental health beds for vulnerable men, women and families in Canada.
- The Salvation Army distributed 3.2 million community meals.
- The Salvation Army had 2.1 million visits for food, clothing or practical assistance.

### **Mission Statement:**

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.

### **Our Vision:**

We are an innovative partner, mobilized to share hope wherever there is hardship, building communities that are just and know the love of Jesus.

### **Our Values:**

Values are who we are and what we continually strive for. They guide all aspects of The Salvation Army in Canada and Bermuda.

- **Hope** – We give hope through the power of the gospel of Jesus Christ.
- **Service** – We reach out to support others without discrimination.
- **Dignity** – We respect and value each other, recognizing everyone's worth.
- **Stewardship** – We responsibly manage the resources entrusted to us.

Our social service activities include (but are not limited to):

- Hunger relief for individuals and families through food banks and feeding programs.
- Shelter for people experiencing homelessness and support for those needing housing.



- Rehabilitation for those struggling with addiction.
- Long-term care and palliative care.
- Christmas assistance such as food hampers and toys.
- After-school programs, camps and school nutrition programs for children and youth.
- Life-skills classes such as budgeting, cooking for a family, and anger management.

With 95 thrift stores, 113 donor welcome centres and 11 distribution and recycling centres, The Salvation Army operates one of Canada's largest national clothing recycling operations. Although proceeds from the sale of goods help fund our many social programs, the Army also provides items free of charge to individuals or families who have been referred by our social service programs and other agencies.



Thanks to the generosity of donors in Canada who have given specifically to our international work, the International Development Department is able to support education, health care, water and sanitation, and livelihood development projects that are helping families and communities abroad work towards self-sufficiency.

As a religious denomination, The Salvation Army has close to 300 community churches (corps) in Canada and Bermuda. These churches not only focus on worship, Christian education and other congregational

activities but are also involved in providing practical assistance to their communities. The Salvation Army is diligent in its stewardship of donations so that funds solicited in its public appeals are used to fund community and social service programs and activities, rather than church ministries unless the donor designates otherwise.



## ADDITIONAL INFORMATION

- [The Salvation Army](#)
- [The Salvation Army, PNT Division](#)
- [PNT Division, News and Stories](#)
- [2023-2024 Annual Report](#)
- [2023/2024 Financial Statements](#)
- [Annual Report Video 2023 - 2024](#)
- [The Salvation Army History](#)
- [Latest News](#)

## KEY ACCOUNTABILITIES

### Strategic Planning & Leadership

- Supervise and provide leadership to a team serving in division promoting collaboration, excellence, and adherence to best practices.
- Inspire, motivate and lead a team of fundraisers, providing coaching and mentoring focused on high performance.
- Establish performance metrics, undertake goal setting, and develop annual and multi-year strategic plans, aligned with overall fundraising goals and objectives.
- Supervise KPI's for fundraising staff, coaching and leading an effective team while maximizing The Salvation Army's investment in fundraising.
- Support professional development and performance management for direct reports and encourage accountability and alignment with fund development priorities.
- Review divisional fundraising results and key performance indicators regularly.
- Participate as a member of the territorial leadership team for Development.
- Manage the Development budget for the divisional team.
- Provide input to the development of new policies and procedures pertaining to the management and allocation of financial resources.
- Proactively support and raise the fundraising profile of The Salvation Army and its Christian mission, values and social services through a comprehensive fundraising program that secures Red Shield, donor directed, legacy and other donation revenue annually

### Mid-Level, Leadership & Legacy Giving

- Oversee and directly participate in Principal Leadership (\$50,000+) & Legacy Giving fundraising, including the development of strategies for systematic moves management, prospect management, donor cultivation cycle and stewardship for the programs.
- Manage the mid-level giving program (\$1,000 - \$5,000) and support Individual Giving Officers to grow the major gifts portfolio (\$5,000 - \$50,000).
- Establish and implement effective best practices for divisional development staff in prospect research, cultivation, solicitation and stewardship of individuals, corporations, businesses and foundations.
- Prepare annual plans for all giving programs in the portfolio, managing established goals, metrics and evaluative processes.
- Lead fundraising efforts for divisional capital campaigns, working with divisional leadership to establish goals and targets, and with external consultants as required.



## QUALIFICATIONS & KEY COMPETENCIES

### Experience & Skilled Knowledge Requirements

- Progressive experience in fundraising and organization management, preferably with a national/international organization.
- Demonstrated success in the direct solicitation and acquisition of principal, major and/or campaign gifts and legacy gifts.
- Technical expertise in major gifts, principal gifts, tax implications for charitable giving and planned gifts.
- Experience successfully recruiting, training, mentoring and managing a team of fundraising professionals.
- Demonstrated experience leading a fundraising team to meet and exceed fundraising targets.
- Experience in critical analysis of donor response and management.
- Comprehensive knowledge of integrated fundraising programs encompassing annual, major and legacy giving.
- Prior experience in capital campaign fundraising.
- Experience in the development of strategic and business plans and budget management.

### Skills & Capabilities

- Demonstrated success in enlisting the support and enthusiasm of senior volunteers in fundraising.
- High standards of integrity, judgment and confidentiality.
- Proven oral and written communication and presentation skills.
- Strong analytical skills and ability to work within a CRM database (preferably Raiser's Edge).
- Detail-oriented, organized, confident and self-directed.
- Superb customer service skills and experience.
- Demonstrated creativity and ability to produce well-thought-out projects.
- Ability to manage multiple tasks simultaneously.
- Adherence to the values of The Salvation Army, the Fundraising Code of Ethics and a strong desire to participate in the mission of The Salvation Army.
- Understanding of The Salvation Army and its culture, and the ability to work in a consultative, diplomatic manner.
- Post-graduate degree in fundraising or the non-profit sector, and/or CFRE certification is considered an asset.





## BIOGRAPHIES



### **Janet Park, Chief Development Officer, The Salvation Army, Canada and Bermuda Territory**

Janet Park, MA, CFRE serves as the Chief Development Officer for The Salvation Army, Canada and Bermuda Territory. Janet's passion is advocacy and transformative change by empowering overlooked people to move forward. Her career in the non-profit sector has encompassed social issues, justice causes, faith and humanitarian needs.

As one of Canada's largest charities, The Salvation Army is also one of the top-recognized brands globally. Janet worked for the Ontario Salvation Army divisional team for eight years and was pleased to come back to the Army to lead the national team. Janet is leading Salvation Army fundraising through dynamic change and growth. Janet led The Salvation Army through a consolidation process to a centralized fundraising model and is building high-performance teams while leading strategy in multi-stakeholder environments.

Prior to her role at The Salvation Army, Janet held leadership roles in regional and national non-profits, including Amnesty International and Variety Ontario.

Janet is passionate about fundraising done well. Janet holds a bachelor's degree from York University and a Master of Arts, Philanthropy & Development degree from Saint Mary's University.



### **Guy Yerima, Senior Director of Leadership and Legacy Giving, The Salvation Army, Canada and Bermuda Territory**

Guy Yerima, CFRE is the Senior Director of Leadership and Legacy Giving for The Salvation Army, Canada and Bermuda Territory. He has been with the organization since 2017.

Guy is a development and marketing professional with a diverse background who has been working in the field of philanthropy since 2001.

He feels fortunate to have had leadership roles with some impactful national and global brands including the Canadian Red Cross, Amnesty International and The Salvation Army. Guy enjoys working on strategic projects in relationship giving connecting fundraisers with donors to have engaging partnerships.

Guy has initiated a number of successful new programs and best practice initiatives in each of these roles, providing strategic leadership and direction to achieve success.

Guy has also worked in the professional sports, event management and marketing industries.





## Organizational Chart – PNT Division Development Team

