

## **Fundraising & Communications Coordinator Job Description**

### **About DEWC**

The Downtown Eastside Women's Centre (DEWC) exists to support and empower women and children, living in extreme poverty in the Downtown Eastside of Vancouver, who are particularly vulnerable to violence, exploitation, injustice and injury. Through low barrier Drop-In Centers and Emergency Shelters, DEWC provides basic need services, programs, and specialized supports to over 700 women and children daily to help them survive the conditions that surround them.

### **Job Summary**

The Fundraising & Communications Coordinator will work with the Fund Development Team to develop and carry out DEWC fund development strategy. She will ensure fundraising strategies pursue opportunities to support the services, programs and project work and reflect the mission and statement of principles of the society.

Reporting directly to the Executive Director, the Fundraising & Communications Coordinator will work closely with the Fundraiser Committee to lay the groundwork for improved fundraising and marketing of DEWC. She will work from a feminist perspective and within an anti-oppression framework.

### **Key Duties & Responsibilities**

- Implements the fundraising strategy, including undertaking activities to increase income from individual donors, events; and on-line giving.
- Facilitates DEWC's engagement and participation in 3<sup>rd</sup> party events.
- Implements the donor engagement strategy taking initiative to build and maintain long-term relationships with current and potential donors.
- Researches and follows-up with potential donors to identify and evaluate funding sources.
- Represents DEWC at fundraising and public awareness events and meets with supporters.
- Convenes and supports the Fundraising Committee/sub-committees, and on request, participates in Board of Directors meetings to present annual planning and progress reports and to provide information, advice and guidance related to fundraising
- Plans and coordinates all aspects of DEWC fundraising events such as Herstory in Focus, the Scotia Run, and Eastside 10K.
- Creates and evaluates marketing and communication activities to maximize opportunities for promoting DEWC and build links with potential and existing supporters.
- Develops and implements a marketing strategy including improving engagement with social media, including Facebook, Twitter, etc.
- Coordinates the design and production of external communication and marketing tools, including the donor newsletter, brochure, and the Annual Report.
- Oversees the development and maintenance of the DEWC Website.
- Coordinates day to day activities, including receiving and responding to donor enquiries. Facilitates the implementation and maintenance of a donor data base.
- Oversees the processing of financial donations and in-kind contributions, including the production of charitable tax receipts.
- Other related duties not specified that may be assigned from time to time.

## Qualifications required:

- At least 2 years related fundraising experience including donor engagement, event planning, and implementing fundraising strategies within a non-profit environment
- Must be IT proficient with current and extensive data base experience; knowledge of Salesforce is an asset
- Must have knowledge of and aptitude for social media platforms.
- Familiar with non-profit financial and account operations including budget creation
- Efficient organizational skills including record keeping, scheduling, and problem-solving abilities
- Demonstrated administrative skills, including report writing
- Excellent communication skills required, including the ability to work in a respectful and cooperative manner with donors, co-workers, and centre members
- Ability to work within a sometimes chaotic environment and with a diverse community of women
- Can promote and articulate the mission, mandate, philosophy, and values of DEWC.
- Knowledgeable of the issues impacting women in the DTES, including gender-based violence, mental health, homelessness, and addictions.
- Must work from strong feminist analysis and within an anti-oppression framework
- Candidate must undergo a criminal record check
- Women with addiction issues need to be at least 2 years clean and sober
- This is a salaried position that requires some work outside of normal business hours to undertake position responsibilities, meet deadlines, and ensure delivery of high-quality programs and services.

Reports to: Executive Director

## Organizational Status

The Downtown Eastside Women's Centre operates on the unceded & ancestral Musqueam, Squamish & Tsleil-Waututh Territories (*xʷməθkʷəy̓əm*, *Skwxwú7mesh*, and *səlilwətaʔ*), to provide a safe, non-judgmental environment for women from all walks of life, who live and/or work in the Downtown Eastside. To achieve this goal, DEWC provides supportive surroundings with meals, shelter, advocacy and programs which nurture and empower members. The Downtown Eastside (DTES) as a neighborhood is well-known within Vancouver and even across Canada for its disproportionate levels of poverty, gender-based violence, and extreme marginalization. Home to populations made vulnerable including those who are homeless, have mental illness, and/or addictions. It is also a place known for its creativity, community activism, and tenacity in the face of tremendous stigma.

DEWC staff are called to enhance connections and collaboration and promote an atmosphere of safety in all aspects of their work. DEWC acknowledges that our work environment is directly impacted by all forms of oppression and the impact of colonialism where staff will be witness to women's trauma and the consequences of injustice.