



WINNIPEG
HUMANE SOCIETY

Job Title: Manager, Partnerships & Community Engagement

The Organization

We Are

- A community service organization committed to protecting animals from suffering, and to promoting their welfare and dignity
- Generous partners and hardworking volunteers united in the belief that every animal deserves love
- A non-profit, registered charity funded primarily by donations and events
- The oldest animal shelter and welfare organization in Manitoba
- Always growing, changing and adapting to meet the needs of Winnipeg's animal population

Our Mission

To protect animals from suffering and to promote their welfare and dignity

Our Vision

Animals are treated humanely

The Role

The Manager of Partnerships & Community Engagement is a senior level role reporting to the Director of Donor Relations. They are responsible for cultivating new corporate and community relationships while maintaining and growing existing partnerships to generate revenue. The Manager of Partnerships & Community Engagement will promote the Winnipeg Humane Society's reputation and brand within the business community by developing and implementing strategies of corporate and community engagement. This includes a corporate partnership program that focuses on sponsorship and activation opportunities, in-kind support, employee engagement programming, cause marketing and strategic partnerships. These strategies and activities will contribute to revenue generation and support the goals of the Donor Relations team as well as build long-term mutually beneficial partnerships with the WHS and the community. This position works closely with all members of the Donor Relations team and will collaborate most with the Director of Donor Relations, Special Events Officer, Manager of Donor Relations and Manager of Donor Engagement & Innovation.

The Manager of Partnerships & Community Engagement oversees the following Donor Relations fundraising programs: Event Sponsorship, Employee Giving, Third Party Fundraising, Gift in Kind procurement and Corporate and Community Partnerships. The Manager of Partnerships & Community Engagement is the lead on corporate and community retention, cultivation and stewardship for the WHS.

This is a full-time permanent position. Must be able to work flexible hours including evenings and weekends as needed.

Key Responsibilities

The position has 3 key priorities

Priority #1: Develop Corporate & Community Partnerships

- Identify target sectors and priority companies—based on brand fit, geography, value-in-kind and Corporate Social Responsibility (CSR) potential
- Steward existing partnerships to grow relationships and explore additional revenue streams
- Create a pipeline based on existing and new potential partners
- Collaborate with the Special Events Officer and Manager of Donor Relations to identify and target sponsorship opportunities for specific WHS events
- Collaborate with WHS Management team to identify and target funding opportunities for specific WHS projects
- Work with WHS Board Members to identify and leverage Board level connections in the business community
- Create a process and define a new approach to “pitching” a potential partner
- Identify and overcome impediments to the development of a strong relationship with a potential partner by seeking feedback and problem solving
- Identify and create tools and activities to help secure new partners e.g. a tailored deck with creative partnership concepts, short pitching videos to help secure new partners
- Identify and develop Corporate Partnership program opportunities that may include sponsorships, in-kind support, employee engagement, cause marketing and strategic partnerships. Prioritize based on organizational needs and opportunities.
- Attend conferences and events that attract a business audience to build a network within the CSR and local/Provincial business and industry

Priority #2: Develop and Implement Stewardship Strategies

- Build 360° activation plans to support partnerships and sponsorships
- Track progress and communicate results
- Evaluate partnerships
- Create a program to add value to partners
- Recognize partners through available channels

Priority #3: Third Party Donations

- Perform the administration and co-ordination of 3rd party events
- Perform the administration and co-ordination of the Cans for Critters Program
- Steward 3rd party donors using best practices
- Identify and create tools and activities to help secure new 3rd party donors e.g. a tailored deck with creative partnership concepts, short pitching videos etc.
- Identify and develop 3rd party opportunities with community partners such as corporate BBQ's, fundraising drives or special events. Prioritize based on organizational needs and opportunities
- Attend 3rd party events to be visible in the community and for the opportunity of in-person stewardship with event attendees, partners and current and potential donors

Exemplifies Winnipeg Humane Society's Core Values:

- We are and always will be **humane**

- We sincerely **respect** each other
- We communicate proactively, and we **listen**
- We are **humble**, and we are always willing to accept better and new ideas
- We are committed to **transparency** and accountability

Participates in creating a thriving Culture of Philanthropy at Winnipeg Humane Society by:

- Being Knowledgeable and supportive of society programs
- Sharing their passion for service to animals, people, and our community with our donors
- Serving as an inspiration to all donors by providing an exemplary level of animal care and customer service
- Being able to communicate a compelling case for support that demonstrates the impact of philanthropy on the Winnipeg Humane Society

Qualifications

Mandatory

- University degree or college certificate in a fundraising, marketing, business or related field or a combination of equivalent education and experience
- Minimum five (5) years experience in a fundraising environment
- Past success in working with Corporate Partners in a fundraising, donor relations, or community-based organization is required; experience working within a corporation is an asset
- Experience in building and delivering presentations to corporate audiences and funders
- Advanced computer skills and comfortable learning about emerging technologies and apps
- Experience working within busy multi-tasked environments
- Demonstrated ability to work independently
- Ability to supervise the co-ordination of tasks for volunteers and other team members

Preferred

- Completion of Certified Fund Raising Executive designation
- Demonstrated experience with directing, planning and leading events attended by corporations and the public
- Experience in building a strong brand in a fundraising context and developing brand recognition programs
- Knowledge of fundraising software including Raiser's Edge
- Experience using InDesign, Adobe professional suite

What you will bring to the role

You are an experienced professional who is proactive and results-oriented with solid communication skills. Must be detail oriented with the ability to multi-task and adhere to tight timelines. Will be enthusiastic about generating new and improved ideas or solutions and supports organizational change.

The successful candidate will have demonstrated capacity to work effectively in a team environment; is tactful, supportive and considerate when dealing with others. Will modify interpersonal style to work effectively with others and will provide support to the team and leaders as required.

If you are interested in the role, please submit your cover letter with salary expectations and resume
Attn: Melissa Rogers to melissar@winnipeghumanesociety.ca. by 8:00pm Friday October 19th. Only
those being considered for the position will be contacted.