

Edmonton Space & Science Foundation
Employment Opportunity
Campaign Manager
(2 year term position)

TELUS World of Science - Edmonton (TWOSE) ignites curiosity, inspires discovery, celebrates science, and changes lives.

Position Description

Reporting to the Director, Government & Community Relations the Campaign Manager role is an exciting opportunity to direct and deliver fundraising strategies to drive the TELUS World of Science - Edmonton Capital Campaign (The Aurora Project), the ambitious expansion and renovation of TELUS World of Science - Edmonton. Drawing from inspiration from the aurora, this project injects TWOSE with renewed energy, illuminating the amazing world of science engineering, technology, math and art in the astonishing range of creativity that is pinnacle to human achievement.

The Aurora Project is a \$40 million re-imagining of your favorite science destination! It is a bold and unique vision of what a science centre should be with the emphasis on Northern science, engineering, and technology.

The Campaign Manager is responsible for managing the successful completion of the capital campaign, with a goal of raising an additional \$2 million in philanthropic gifts. The Campaign Manager will work closely with the President & CEO, Director, Government & Community Relations, Director, New Initiatives & Building Operations, Senior Manager, Fund Development, the Foundation Board, the Campaign Cabinet, and other Fund Development staff and consultants to carry out a broad-based fundraising plan targeting individuals, corporations, foundations and government agencies to support this initiative.

Primary Responsibilities

Reporting to the Director, Government & Community Relations, this position is responsible for the following:

- Review and implement the overall strategic plan for the campaign that includes volunteer leadership in the development process, and then manage and coordinate the plans for implementation
- Manage the capital campaign fundraising budget

- Establish solicitation priorities, manage prospect lists and research, develop and execute targeted cultivation plans and solicitation strategies for a range of prospects; prepare and provide support to staff, board members and volunteers for solicitations;
- Work collaboratively with the Director, Government & Community Relations and members of the Fund Development team to cultivate identified prospects and prepare individual, foundation and government proposals;
- Manage the writing and development of capital campaign print and electronic collateral materials and coordinate their design and production;
- Oversee the creation and implementation of the Campaign Communications Plan;
- Manage cultivation and recognition events, and the campaign launch milestone events;
- Recruit and manage campaign volunteers; schedule and support campaign leadership meetings
- Ensure that data related to prospects and donors is recorded and tracked in electronic and hard copy files; manage campaign record keeping, evaluate progress towards goals, prepare periodic reports on fundraising and present to the Board and senior staff; recommend revisions to the fundraising plan, as needed, to meet goals;
- Ensure donor acknowledgement, stewardship and public recognition, as appropriate;
- Work with the Fund Development Associate, Donor Stewardship to ensure campaign donors are transitioned into annual giving;
- Conduct donor solicitations

Time Allocation

The following is an estimated allocation of time for the Campaign Manager:

- 70% Campaign Management
- 30% Active Donor Cultivation & Solicitation

Qualifications

The ideal candidate will possess the following qualifications:

- Bachelor's degree, with Master's degree preferred, and familiarity with non-profit organizations;
- 10-15 years of professional experience in fundraising with a proven track record of success, with specific experience in capital campaigns, individual giving and/or major gifts, and the tracking/monitoring of pledges.
- A CFRE or ACFRE designation will be an asset
- Demonstrated integrity and experience in fund development and advancement

- Excellent interpersonal, analytical and organizational skills, capable of working effectively with board members, staff members, volunteers, consultants and donors/prospects
- Experience in scheduling and staffing solicitation calls and conducting follow up and stewardship
- Energetic, self-motivated, flexible and adaptable with a sense of humor, able to multi-task and work independently in a small, hands on work environment
- A track record of excellence in leadership—performance management and measurement, strong coaching and mentoring abilities, team-building and motivation to continuously improve performance standards, comfort leading from behind or out front as the situation demands
- A team player with an attitude of service and ability to motivate others and ability to build strategic relationships and partnerships with key stakeholders
- Computer fluency in MS Office, donor database software, web applications, and knowledgeable about the role of technology and electronic communication in fundraising;

Compensation

The TELUS World of Science - Edmonton offers a competitive salary commensurate with experience, plus a generous manager level benefits package. The position is based in Edmonton. Please indicate wage expectations on accompanying cover letter.

Closing date: November 26, 2019.

To Apply: Qualified applicants should send resume including cover letter and wage expectations to hr@twose.ca