

JOB DESCRIPTION: CAMPAIGN DIRECTOR

The Campaign Director is responsible for all management and administrative aspects of the Federation's Annual Campaign and the Federation's missions program. The Campaign Director reports and is accountable to the Federation's Associate Executive Director for Financial Resource Development.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop annual campaign plan, including goals, objectives, calendar, budget and implementation plan, in consultation with volunteer leadership and professional colleagues.
- Coordinate and manage activities related to campaign divisions, events and programs, including a comprehensive program of worker training and volunteer development strategies.
- Recruit, train and coordinate campaign leadership and volunteers to ensure strong community leadership of the campaign effort.
- Develop and implement strategies to identify and incorporate new donors in the campaign to enlarge the donor base.
- Recruit, train and supervise campaign staff to ensure successful implementation of assigned tasks and responsibilities, and to ensure continued growth and development.
- In coordination with the Database Administrator, maintain the campaign database, including the production of campaign reports and worker assignment reports, and tracking of pledges through database management.
- In coordination with the Federation Marketing and Communications Director and volunteer leadership, develop campaign marketing and public relations strategies and materials, including production of campaign promotional materials, and articles and features for Federation and other media.
- Maintain campaign-related correspondence, including gift acknowledgment and donor recognition letters and other forms of donor communications as may be required for annual campaign purposes.
- Liaise with United Israel Appeal Federations Canada and United Jewish Communities on all campaign-related matters.

- Develop and manage Federation missions program to Israel and other overseas Jewish communities.
- Support the Federation's broader Financial Resource Development process through engagement and stewardship of donors and through collaborative work with endowment, marketing and planning colleagues.

QUALIFICATIONS:

Position requires a Bachelor's degree, Master's degree preferred, in Jewish communal studies, non-profit management, business or related areas, with five-seven years experience in fundraising and volunteer management. Demonstrated management and leadership abilities, with excellent written and verbal communications skills, and proven positive interpersonal skills. Also critical are skills in the areas of planning, understanding database management, and understanding of the organized Jewish community and volunteer leadership/professional relationships.