



SafeLink Alberta is an organization delivering services throughout Southern Alberta. As a non-profit organization, we work to reduce the harms associated with sexual activity and substance use. We serve and advocate for priority populations by offering low-barrier, non-judgemental, and informed programs and services. We offer a fun and energetic environment that provide opportunities for you to utilize your talents and develop new skills.

Manager, Community Relations

At SafeLink Alberta, we have a clear vision: to be the place where a diverse mix of talented people want to come, stay and do their best work. SafeLink Alberta's dedication to promoting diversity, multiculturalism, and inclusion is clearly reflected in all that we do. Diversity is more than a commitment at SafeLink Alberta - it is the foundation of what we do. We are fully focused on equality and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, national origin, and any other difference that makes us all unique.

Reporting to the Executive Director, the Manager, Community Relations will be responsible for developing and executing the fund development and marketing/communications aspects of the Strategic Plan. The Manager supervises the Fund Development and Communications Team and has support from the agency's Administrative Coordinator. The Manager is a member of the Leadership Team and works collaboratively with employees, funders, and community stakeholders to develop and nurture relationships in order to facilitate the achievement of our vision, mission, and strategic plan goals.

This is a full-time position, working 35 hours per week. This position will be based out of the SafeLink Alberta operational site in Calgary with a hybrid work option. Regular work hours are generally between Monday and Friday 8:00am to 4:00pm, however, a flexible schedule including day, evening, and weekend availability may be required.

Key Responsibilities:

Leadership

- Provides strategic oversight for fund development, and marketing/communication activities.
- Demonstrates and facilitates a culture of philanthropy within the organization.
- Actively participates as a member of the leadership team and contributes to facilitating a healthy organizational culture. Acts as an ambassador of the organization and models the values of diversity and inclusion.
- Works collaboratively with all stakeholders to ensure service excellence, fiscal accountability and strong outcomes.
- Develops evaluation and outcome metrics for the deliverables of the team.
- Provides supervision and support to direct reports. Approves and monitors employee time, schedules regular supervision, completes probationary evaluations and annual performance reviews.
- Supports the Executive Director to build and sustain relationships with current, new and potential stakeholders.

Fund Development

- Develops and oversees the execution of the annual fund development strategy to achieve the goals and outcomes of the strategic plan.
- Manages the Major Gifts and Legacy/Planned Giving activities of the Fund Development Plan, which includes building a major gifts donor portfolio, cultivating potential donors, and implementing a stewardship plan.
- Develops and implements strategies for annual giving and monthly giving programs, and specialized campaigns.
- Actively researches potential grants and sources of funding.
- Oversees the implementation of strategies for the annual giving program, specialized campaigns, fundraising events, and third-party events.
- Evaluates progress toward goals and provides regular reporting to the Executive Director.
- Manages the agency AGLC casino fundraiser approximately every 18 months.
- Utilizes the Donor Perfect database to track donor communication, and ensures the database is used to its' full capabilities.
- Acts as an ambassador of the organization and practices ethical fundraising in keeping with the mission and values of SafeLink Alberta and in accordance with charitable giving standards.

Marketing and Communications

- Oversees and assists with the development and execution of external communications materials, including social media campaigns and the monthly newsletter, in order to achieve the goals and outcomes of the strategic plan and fund development plan.
- Manages organizational standards and branding and provides quality assurance on external materials to produce high-quality and error-free content and copy.
- Creates the annual report, writes opinion/editorial pieces, and writes speeches for the Executive Director and/or Board as needed.
- Monitors community events and external medial channels for information relevant to the organization.
- Manages media inquiries, identifies opportunities for media engagement, and fosters positive working relationships with media contacts.

Qualifications/Key Competencies

- Minimum 5 years' experience in the execution of fund development plans and achieving fund development targets, complemented by strong skills in marketing, communications, community relations, and project management.
- Minimum 2 years' experience supervising a team is required.
- Related post-secondary education is preferred; CFRE designation is an asset.
- Experience in the non-profit sector or healthcare setting is an asset.
- Demonstrated ability to develop strong collaborative working relationships and stewardship both internally and externally with a diverse group of stakeholders.
- Ability to lead multiple long and short-term projects simultaneously, meeting all related deadlines and the ability to work well under pressure.
- Demonstrated critical thinking and ability to make decisions and problem solve independently, effectively and creatively.
- Strong verbal and written communication skills.
- Experience in professional use of social media platforms.
- Experience with DonorPerfect would be considered an asset.
- Advanced skills in Microsoft Office (Word, Outlook, Excel).
- The ability to work in a hybrid work environment, with a dedicated home office, as well as the expectation to work from the office as needed to support the team and the work of the organization.
- Provision of a criminal record check with vulnerable sector search is required. A positive criminal record check will not necessarily preclude a candidate from being hired - decisions will be made on an individual basis and all information will be kept confidential.

Compensation

The salary range for this position is \$64,545 - \$74,736.

Application Details

We especially encourage applications from communities that are under-represented among our staff, such as people living with HIV, visible minorities, those with lived/living experience, and persons with culturally diverse backgrounds. We value your lived experience, and we encourage you to self-identify in your application should you feel comfortable doing so.

This position will remain open until a suitable candidate is found. Please send your cover letter, resume, and any other relevant material to support your application via email to human.resources@safelinkalberta.ca quoting job reference **SLA - 194**.

You must be available for in-person/online interviews. We thank all applicants for their interest; however, only those selected for an interview will be contacted.