



FUNDRAISING AND COMMUNICATIONS MANAGER
PART-TIME ROLE (20 HOURS/WEEK)
Location: Kitchener (Hybrid role)
Begins: January 2025



Silver Lake Mennonite Camp bases its values and practices on Anabaptist/Mennonite theology. Silver Lake provides an enjoyable setting where spiritual and personal growth are fostered and community living, personal discovery, outdoor skills and environmental caring are of primary focus. The SLMC community includes summer campers and families, year-round retreat-goers, participants in outdoor education, and more. Start to know us here: <https://slmc.ca/>

FUNDRAISING MANAGER

Working under the guidance and strategic direction of the Executive Director, the Fundraising Manager oversees and manages SLMC's fundraising and communications within the guidelines of Silver Lake's mission statement and policies and the Ontario Camping Association accreditation standards. This is a year-round, permanent position.

Working Relationships

- a. Reports to and is accountable to the ED. Provides information, shares issues, advice; receives direction.
- b. Works alongside staff to enhance understanding of the mission of SLMC and to collect and disseminate success stories.
- c. Provides direction to volunteers supporting fundraising.

Responsibilities

Fundraising (50% of time):

- Set clear outcomes and deliver on them. Be accountable to data-driven results (i.e. how many potential new donors met, how many new proposals, how many new donations have come in in a week)
- Establish annual fundraising work plan in collaboration with the Executive Director to meet annual fundraising targets
- Research funding opportunities that align with Strategic Priorities (governmental, corporate, private foundations, etc.)
- Explore and implement innovative fundraising models and campaigns
- Plan and execute fundraising activities and events (ie. Grand Paddle & Hike in May)
- Promote, facilitate and support third-party fundraising
- Complete, review and submit grant proposals in collaboration with the ED
- Acknowledge donations and work with the ED to acknowledge major gifts
- Work with the Administrator to ensure that the database is up-to-date and that receipts are issued.
- Respond to all verbal and written requests related to fundraising in a professional and timely manner.
- Prepare monthly, quarterly and annual activity and impact reports for the ED
- Prepare and present Annual Fundraising Budget in collaboration with the ED

Communications (50%):

- Hold a high emotional IQ, working well with people, and engaging in a charismatic style of communication. Communication is relationship-based and as such requires a strong ethical compass with a clear understanding of and capacity to follow Silver Lake's values

- Function well in a highly collaborative context
- Develop and execute an annual communications strategy
- Prepare and update communications content of marketing materials including website, publications, social media etc.
- Position SLMC as a premier children’s camp and rental facility
- Act as a media contact, in collaboration with the Executive Director
- Respond to all verbal and written requests related to community engagement in a professional and timely manner

What you Bring to Silver Lake

Experience:

- Minimum 3 to 5 years’ experience in the not-for-profit sector with demonstrated skills in fundraising, communications, public relations, grant writing
- Superior ability to engage with and communicate to a variety of audiences
- Ability to think strategically
- Demonstrated experience with social media including Facebook and Instagram
- Self-motivated
- Excellent interpersonal and communication skills including social media, graphic design
- Advanced computer competencies (Microsoft Office)
- Database management skills
- Valid Ontario Driver’s License, reliable vehicle, auto insurance, ability to travel **required**
- Ability, willingness to work flexible hours (**some evenings/weekend may be required**)

Education:

- University Degree in communications, fundraising, marketing, or equivalent experience

Assets:

- Experience in capital campaign(s)
- Experience with CampBrain fundraising software (<https://campbrain.com/software/>)

The successful candidate will be asked to provide:

- Clear Criminal Record/Vulnerable Sector check

What Silver Lake Mennonite Camp offers you in return:

- Competitive salary range (\$30k - \$40k – 20 hours per week); commensurate with experience

Application Details

To submit your application, please send your resumé and cover letter to alissa@slmc.ca. Applications will begin to be reviewed after **December 19, 2024**, and posting will remain open until filled. We thank all applicants for applying, however, only qualified candidates selected for an interview will be contacted.

Silver Lake Mennonite Camp (SLMC) strives to be a place of inclusion for everyone of any race, religion, social or economic status, gender and sexual orientation.