



The Cridge
Centre for
the Family



Opportunity Profile

DIRECTOR OF PHILANTHROPY &
COMMUNICATIONS

NELSON/KRAFT
AND ASSOCIATES

Position

The Cridge Centre for the Family, located in beautiful Victoria, British Colombia, is seeking a Director of Philanthropy and Communications. Reporting directly to the CEO while overseeing the fundraising and communications team, this role balances both high-level strategy and hands-on execution. This position is integral in developing and implementing a comprehensive fundraising, communication and developmental strategy to align with the organization's mission and long-term goals while also directly managing select initiatives.

If you excel in communications and donor relations and have a passion for demonstrating the love of Jesus Christ through serving your community, we would like to hear from you.

Compensation

Full-time annual salary of \$80,000-88,000, plus extensive benefits package and enrollment in the Municipal Pension Plan.

Timeline

Application Deadline: **July 23, 2025**

Anticipated Start Date: **Negotiable**

Location: **Victoria, BC**

Location

1307 Hillside Ave, Victoria, BC

Status

Full-Time, Exempt. 37.5 hours per week



Our Story

For over 150 years, we've been at the heart of our community, providing essential support, restoring hope, and building connections. What began as a small orphanage in 1873 has evolved into a multi-service organization, serving over 2400 individuals annually. From childcare services to senior living, including specialized programs like our Brain Injury Services and The Cridge Transition House for Women, we're committed to delivering meaningful and effective support.

We have officially adopted the United Nations Declaration on the Rights of Indigenous Peoples and are actively seeking reconciliation with our First Nations' neighbours. We continue to grow and develop in meeting the ongoing needs of the community as an expression of our Christian faith.



Vision

Abundant Life.

Mission

Providing excellence in support, housing, education, and community, we work together to restore hope and a future to those overcoming the challenges before them.

Values

Act justly. Love mercy. Walk humbly.

Key Responsibilities

Fund Development and Donor Relations

- Develops and executes fundraising strategy that includes individual giving corporate partnerships, foundation grants, and digital campaigns
- Researches and secures funding opportunities such as grants and charity partnerships
- Develops proposals and presentations to secure major gifts and endowments
- Uses relevant data to monitor effectiveness of fundraising initiatives
- Oversees the donor database. Ensures accurate tracking and reporting
- Builds strong, long-term relationships with donors and corporate and community partners
- Creates and implements donor recognition programs

Strategic and Spiritual Leadership

- Aligns fundraising goals with organizational priorities and strategic plan initiatives
- Provides training and support for board members and staff to participate effectively in fundraising activities
- Gathers feedback from donors and stakeholders to refine future campaigns
- Analyzes donor retention rates and identifies opportunities for improvement
- Is required to lead in Christian devotions and prayer at the management team meetings
- Partners with other Management Team Members and the Board of Directors to protect and further the fundamentals of the Society's Christian Mission as stated in its Constitution and Statement of Faith
- Personally affirm the organization's Statement of Faith as noted in the Bylaws

Communications

- In partnership with the CEO, develops a cohesive and strategic message communicated both internally and externally to further the Mission, Vision and Values of The Cridge Centre
- Proactively manages public relations, responding to media inquiries and initiating opportunities for positive coverage
- Crafts compelling narratives and campaigns to communicate the organization's impact across various platforms, including social media, email, and print materials
- Provides communication support to program managers, ensuring branding alignment

Financial Management

- Develops and monitors the department's budget, ensuring alignment with overall organizational goals
- Ensures transparency and compliance with all financial reporting requirements related to fundraising activities
- Conducts market research, develops budgets, RFQs (Request for Quotes), and plans the acquisition of necessary funds for projects, as well as outlines the allocation and use of those funds

Experience and Qualifications

Experience

- Minimum of five years of progressive experience in fundraising, with a proven track record in major gifts, planned-giving, and campaign management
- Experience in donor relationship management, including media relations, marketing or communication software
- Familiarity with DEI principles and their application in fundraising and donor engagement

Qualifications

- Bachelor's degree in a related discipline such as communications, Public Relations or marketing
- CFRE certification an asset

Skills and Abilities

- Exceptional written and verbal communication skills, with the ability to inspire and influence diverse audiences
- Strong analytical skills, with experience in using data to inform strategy and measure outcomes
- Proficiency in digital marketing and fundraising tools, including social media platforms and email marketing software
- Ability to work collaboratively with teams and independently with minimal supervision
- Proficiency working Raiser's Edge NXT



HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.

OUR SEARCH TEAM



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778.982.4427

MARK KRAFT LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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MATT ROBBERSTAD SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.



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ALEXA KROEKER SUPPORTING THE SEARCH

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach.