



Deputy Director, Development
(Western Canada)
Position Profile

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FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of UNICEF. For more information about this leadership opportunity, please contact **Christoph Clodius, Vice-President, Search + Talent** in Vancouver at UNICEFBC@kcitalent.com or 604-315-5629.

All inquiries and applications will be held in strict confidence.

To apply, please send resume and letter of interest to the email address above by **March 13, 2019**.

Please note that we strongly encourage immediate enquiries as candidates will be evaluated on an ongoing basis.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process provided the applicant has met the requirements for the position.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

Note: As our major gifts team grows, we are adding a Development Manager, located in Toronto to the team. We are also hiring a Development Manager, located in Montreal. We are open to also receiving inquiries from candidates interested in these roles.

Deputy Director, Development (Western Canada)

THE OPPORTUNITY

UNICEF Canada is a leading humanitarian organization dedicated to helping children around the world survive, thrive and reach their full potential. As we grow our fundraising team across Canada to support this vital mission, we have established a new role of **Deputy Director, Development (Western Canada)** to lead our major gifts fundraising efforts in the Greater Vancouver area.

The Deputy Director will be part of a dynamic, mission-driven, supportive national team of fundraising experts. Reporting to the Senior Director, Development (Major Gifts) in Toronto, this role is responsible for identifying, cultivating, soliciting and maintaining high value relationships with individuals and foundations located in Western Canada. The Deputy Director will work closely with highly-engaged national board members based in BC, the Chief Development Officer, and the other fundraising team members to engage and secure donors to meet the fiscal revenue goals in a manner consistent with UNICEF Canada's mission and vision.



With a focus on recruiting, stewarding and renewing individual donors for continued growth of the major donor portfolio (individual gifts of \$10,000 and more), this role will also support the growth of the prospect pipeline and work towards a goal of more than \$1 million dollars in donor commitments annually. The Deputy Director will also manage key donor opportunities, and have the chance to leverage UNICEF Canada's sponsorship of the Women Deliver Conference in Vancouver in June 2019.

The Deputy Director will be based in a home office, supported by UNICEF, and will be expected to travel within Canada and internationally a few times per year.

ABOUT UNICEF

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, it works day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential.



UNICEF Canada was founded in 1955, and is one of 33 National Committees located in countries around the world. Its team exists to fundraise for UNICEF's highest priorities, and to work neutrally with governments and the private sector in Canada and internationally to advance the rights and well-being of

children and youth. Our main office is located in Toronto, Ontario.

UNICEF was the world's first international organization for children, established by the United Nations General Assembly on December 11, 1946. Until 1953, its name was an acronym for "United Nations International Children's Emergency Fund", because UNICEF's very first mandate was to meet the urgent needs of children after World War II.

In 1953, UNICEF became a permanent part of the UN family of organizations, broadening its mandate to address the long-term needs of children around the world. Although the words "International" and "Emergency" were no longer in the official name, 'UNICEF' was retained as an acronym.

About Fundraising at UNICEF Canada

UNICEF's mission has always been for children first – regardless of race, religion or politics. UNICEF Canada has always relied on voluntary contributions, and is funded entirely by donations from generous Canadians. Because of the generosity of its donors, UNICEF is able to reach and help millions of children around the world.



Last year UNICEF Canada's major gift team raised \$5 million. This year the goal is to grow to \$6 million. Priority projects include:

- **UNdaunted Campaign** - With a permanent mandate from the United Nations to guard the rights of all children, UNICEF strives to ensure that girls and boys, wherever they live and whatever their circumstance, have the opportunity to realize their full potential.

This is why UNICEF Canada is launching UNdaunted, an opportunity to come together in support of girls' education – the most sustainable and effective way to reduce poverty and strengthen communities. A \$20-million investment in sub-Saharan Africa has the potential to generate a \$100-million return, helping to reduce child mortality, increase economic growth and improve gender equality for vulnerable communities and developing countries.

- **Women UNlimited** - What do you get when you engage a dynamic group of female leaders and philanthropists with the work of UNICEF – which has saved more children’s lives than any other organization? The power of women to lead and make a lasting difference for children in some of the world’s toughest places.

UNICEF Canada invites Canadians to join an exclusive circle of women who are committed to creating maximum impact for children. This exciting four-year donor journey will follow the success of The 25th Team – a ground-breaking philanthropic initiative that has supported health and opportunity for women and children around the world. This is a transformational experience like no other. With Women UNlimited, participants learn from global experts, travel to see the direct impact of their investment, and have the opportunity to influence and advocate for sustainable change.

Working at UNICEF Canada

For two years in a row, UNICEF Canada has been a recipient of the **Nonprofit Employer of Choice** award.



One team member shared that UNICEF *“has a strong mission that inspires employees to go above and beyond, with a focus on empowering the people our charity serves, while balancing that with making our donors feel a part of that action and advocacy. They support professional development, while being very accommodating to non-work life events.”*

Another remarked: *“Working at UNICEF, knowing the global reach and impact my work has fuels my passion to do my best. It helps even more to be working with great people that genuinely care about each other.”*



ADDITIONAL INFORMATION

- Website: <https://www.unicef.ca/en>
- Our Work: <https://www.unicef.ca/en/our-work>
- 2017 Annual Report: <https://www.unicef.ca/AnnualReport-2017>
- 2017 Financial statements: <https://www.unicef.ca/Financial-Statements>
- Women Deliver Conference: <https://wd2019.org>



2.5 million children
treated for severe
acute malnutrition



13.6 million children
vaccinated against measles



29.9 million people
gained access to safe water



2.8 million children
accessed psychosocial support



5.5 million children
accessed formal or
non-formal basic education



**7 large-scale
emergencies**
received immediate field
assistance

THE IDEAL CANDIDATE

To be successful in this role, the ideal incumbent will possess the following traits:

- Enthusiasm and experience in building and growing donor programs.
- Independent and a self-starter.
- Deadline and goal-oriented; expects a lot of themselves.
- A true “asker” and closer; keen understanding that the goal of developing a relationship is to facilitate a gift.
- High emotional intelligence and the ability to relate to many different groups. Strong ability to juggle multiple timelines, projects, and prospects.
- Competitive, yet a team player.
- Collaborative and engaging; a pro-active communicator who is an excellent listener, sharing, open, and honest.
- Roll-up-your sleeves and action-oriented, with a default orientation to “get the meeting”.
- Mission driven; a passion for international development work and human rights, paired with the ruthless understanding that it takes funding to achieve ambitious goals.
- A strong understanding of the local philanthropic culture.

KEY DUTIES & RESPONSIBILITIES

Donor Cultivation and Solicitation and Renewal (50%)

- Identify, grow and manage a portfolio of 50+ individual and foundation major gift prospects located primarily in BC and Western Canada.
- Secure one-on-one in-person donor meetings to establish or strengthen donor commitments to long-term support.
- Move the prospects through a moves management process toward participation in one of UNICEF Canada’s fundraising initiatives including the UNdaunted Campaign, Women Unlimited, and other UNICEF Canada identified priorities.
- Work with the Communications and International programs teams to support the development of tailored proposals for key major gift prospects.
- Where appropriate, liaise with senior leadership, executive or board members to effectively cultivate and steward relationships.
- Migrate or integrate stakeholders from other key development areas within UNICEF Canada (eg: Corporate, Signature Events, Community Engagement, mid-level giving).
- Work with Development team staff and other teams (International Programs, Marketing and Communications) to ensure the availability of appropriate cultivation and stewardship tools for use with major donors and major donor prospects.

Pipeline Development and Prospect Identification (30%)

- Build connections with and develop a portfolio of donor prospects as identified through research, volunteer identification, signature and cultivation events and additional sources that have the ability and affinity to give to UNICEF Canada.
- Identify new communities with major donor potential and develop and foster links within those communities.

Planning and Administration (20%)

- Support the Senior Director, Development in the execution of relevant sections for the multi-year UNICEF global Joint Strategic Plan (JSP) and the Annual Operating Plan (AOP) for the team, and ensure integration across the organization.
- Support the development and execution of organizational priority campaigns and initiatives
- Maintain an up-to-date and deep knowledge of UNICEF's work, leadership, and projects for discussion with donors and prospects.
- Ensure that the Raiser's Edge database is kept updated with accurate information on major donors and campaign prospects for weekly reporting.
- Undertake travel and attend UNICEF fundraising events, as required.

QUALIFICATIONS & COMPETENCIES

- Significant relevant work experience in fundraising, marketing, or relational sales in the corporate or not-for-profit sector, including a proven track record of closing individual major gifts (ideally \$25,000 and up).
- Excellent relationship building and management skills, both internally and externally.
- Demonstrated experience in growing a prospect pipeline through networking, research, and volunteer engagement.
- A creative approach to cultivation and stewardship.
- Proven experience in leading and managing cultivation and stewardship activities.
- Superior verbal and written communications skills, including public speaking.
- Experience with Raiser's Edge or similar relational database(s) and donor database report tracking to ensure appropriate prospect/donor documentation.
- Excellent computer skills in the Microsoft Office suite, including Word, PowerPoint, and Excel.
- The ability to work independently and effectively in a home-based office, while at the same time ensuring collaboration and teamwork.
- A post-secondary degree or diploma in a relevant field.
- Flexible hours will be required to accommodate travel and meetings.
- Ability to travel nationally and internationally – a valid driver's license, passport, and fulfilling health and security protocols are required.



BIOGRAPHY: Linton Carter, Chief Development Officer of UNICEF Canada



For more than 25 years, Linton’s ability to develop donor relationships, generate revenue and motivate staff and volunteers within the charitable sector has resulted in significant and measurable impact in fundraising and community engagement.

As a member of the executive leadership team at UNICEF Canada, Linton infuses foresight, energy and long-term strategic thinking into the organization, driving it forward to help achieve its ever-evolving and demanding mandate. She spearheads innovative fundraising campaigns to reach newer and more diverse donors, and positions UNICEF Canada as a charity of choice with key donor groups across multiple revenue channels.

A forward thinker with a knack for powering organizations in their philanthropic efforts, Linton possesses a deep commitment to children. Prior to joining UNICEF Canada, she worked as Chief Development Officer at the Children’s Aid Foundation, overseeing fundraising and grants, and heading its successful National Campaign for Child Welfare. She also served as Vice President, Philanthropy, for the YMCA of Greater Toronto’s Strong Kids Campaign, and as Senior Director, Community Involvement for SickKids Foundation.

Linton’s passion for giving back both personally and professionally has empowered her to develop strong volunteer, donor and organizational relationships that have resulted in successful programs and, more importantly, improved child well-being across Canada and the world.

Linton completed her Bachelor of Arts in Sociology and Women’s Studies from Bishop’s University, and a Postgraduate Certificate in Public Relations from Humber College. She currently serves as Chair, Development Committee on the Bishop’s University Foundation board, Linton is married to a high school teacher and has two teenage sons.

ORGANIZATIONAL CHART

