

Villa Rosa Position Description

Director, Development & Donor Engagement

Reports To: Executive Director

Position Type: Full-Time

Location: Winnipeg, Manitoba

Salary Range: competitive salary, with performance-based incentive opportunities

Position Purpose

The Director, Development & Donor Engagement is a key member of Villa Rosa's leadership team and is responsible for leading the organization's fundraising, donor engagement, stewardship, and donor communications activities.

Working closely with the Executive Director, Board of Directors Fundraising Committee, donors, volunteers, and community partners, the Director will develop and implement a comprehensive fundraising strategy that supports the goals and priorities identified in Villa Rosa's Strategic Plan.

This position exists to build the philanthropic resources necessary to sustain and expand Villa Rosa's programs and services for pregnant individuals, babies, and families. Through strong relationship-building, strategic fundraising initiatives, and effective storytelling, the Director will help strengthen Villa Rosa's financial sustainability and community impact.

The Director is expected to establish and grow a diversified fundraising program that includes major gifts, corporate partnerships, foundation and government grants, annual giving, planned giving, and signature fundraising events.

As donor engagement is strengthened through meaningful communication and awareness, the Director will also lead donor-focused communications, fundraising campaigns, stewardship initiatives, and social media activities that support fundraising objectives and increase awareness of Villa Rosa's mission and impact.

Key Responsibilities

Strategic Fund Development Leadership

- Develop, implement, and evaluate a comprehensive annual fundraising and donor engagement strategy aligned with Villa Rosa's Strategic Plan.
- Establish annual fundraising goals, priorities, and performance measures.
- Identify opportunities to diversify and grow fundraising revenue.
- Develop multi-year fundraising initiatives that contribute to the long-term sustainability of the organization.
- Monitor fundraising trends, opportunities, and best practices within the charitable sector.
- Prepare fundraising reports, dashboards, and recommendations for the Executive Director and the Fundraising Committee of the Board of Directors.

- Foster a culture of philanthropy throughout the organization.
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Donor Engagement & Major Gifts

- Build, manage, and grow a portfolio of major donors and prospective supporters.
 - Develop and implement strategies to identify, cultivate, solicit, and steward donors.
 - Conduct donor meetings and presentations.
 - Develop personalized engagement plans that strengthen donor relationships and increase giving.
 - Ensure donors understand the impact of their support through meaningful stewardship activities.
 - Implement donor recognition and appreciation initiatives.
 - Maintain accurate donor records and engagement plans within the donor management system.
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Corporate Partnerships & Sponsorship Development

- Identify and cultivate relationships with businesses, community organizations, and corporate partners.
 - Develop sponsorship opportunities and partnership packages that align with organizational priorities.
 - Secure financial support through sponsorships, community investment programs, workplace giving initiatives, and corporate partnerships.
 - Steward corporate partners and ensure ongoing engagement and recognition.
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Grants & Foundation Relations

- Research and identify funding opportunities from foundations, corporations, government agencies, and community organizations.
 - Develop compelling grant proposals and funding applications.
 - Coordinate grant reporting requirements and stewardship activities.
 - Build relationships with grant-making organizations and funding partners.
 - Maintain a grant calendar and ensure all deadlines and reporting obligations are met.
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Planned Giving & Legacy Gifts

- Develop and implement a planned giving and legacy giving strategy.
 - Promote opportunities for supporters to include Villa Rosa in their estate and financial plans.
 - Build relationships with professional advisors, financial planners, and community leaders to support planned giving initiatives.
 - Steward and recognize legacy donors and supporters.
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Fundraising Events & Community Engagement

- Lead the planning, execution, and evaluation of one annual signature fundraising event.
- Develop event sponsorship opportunities and revenue targets.

- Recruit and support event volunteers and committees.
 - Ensure events strengthen donor relationships, increase community awareness, and contribute meaningful net revenue to the organization.
 - Identify additional community engagement opportunities that support fundraising objectives.
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Communications & Donor Stewardship

- Develop and implement donor communications that support fundraising and stewardship objectives.
 - Lead the creation of fundraising appeals, donor impact reports, newsletters, annual reports, sponsorship materials, and stewardship communications.
 - Manage Villa Rosa's social media channels and content calendar.
 - Create compelling stories and impact-focused content that highlight the experiences and successes of Villa Rosa participants.
 - Support media and public awareness opportunities that enhance understanding of Villa Rosa's mission and impact.
 - Maintain fundraising-related website content and donor communication materials.
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Board & Volunteer Support

- Serve as staff liaison to the Board Fundraising Committee.
 - Support the Committee in the development and implementation of fundraising priorities and initiatives.
 - Engage Board members in donor cultivation, stewardship, and fundraising activities.
 - Recruit, orient, and support volunteers participating in fundraising initiatives.
 - Provide fundraising education and support to Board members and volunteers as appropriate.
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Qualifications

Education

- Post-secondary education in fundraising, business, communications, marketing, nonprofit management, or a related field.
- CFRE designation is considered an asset.

Experience

- Minimum of five to seven years of progressively responsible fundraising experience.
 - Demonstrated success securing significant revenue through a combination of major gifts, grants, corporate sponsorships, annual giving campaigns, planned giving, and fundraising events.
 - Proven track record of raising between \$500,000 and \$1 million annually.
 - Experience developing and implementing fundraising strategies and donor engagement programs.
 - Experience working with Boards of Directors, volunteers, community leaders, and funding partners.
 - Experience leading donor communications, storytelling, and social media engagement initiatives.
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Knowledge, Skills & Abilities

- Exceptional relationship-building and interpersonal skills.
 - Strong written and verbal communication skills.
 - Demonstrated ability to inspire support and build long-term donor relationships.
 - Excellent proposal writing, presentation, and storytelling abilities.
 - Strong project management and organizational skills.
 - Ability to manage multiple priorities while meeting deadlines and revenue targets.
 - Knowledge of fundraising principles, donor stewardship, and philanthropic best practices.
 - Proficiency with donor management and fundraising software.
 - Commitment to diversity, inclusion, reconciliation, and culturally responsive engagement.
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Why This Role Matters

Villa Rosa's new Strategic Plan will set an ambitious vision for the future of the organization and the families it serves. The Director, Development & Donor Engagement will play a critical leadership role in securing the resources, partnerships, and community support necessary to achieve that vision.

Success in this role will not simply be measured by dollars raised, but by the meaningful relationships built, the community support strengthened, and the opportunities created for mothers, babies, and families to thrive for generations to come.