



**AVALANCHE CANADA FOUNDATION
POSITION PROFILE AND JOB DESCRIPTION
October 21, 2022**

Job Title/position: Executive Director	
Name of employee: TBA	
Reports to: President of the board	Location: TBA
FTE: .5	

POSITION OVERVIEW/SUMMARY

Reporting to the board of directors, the Executive Director (ED) is responsible for the successful leadership of the organization and overall management of operations.

Main areas of responsibility

- **Administration of the Foundation**
- **Fundraising**
- **Public Relations**
- **Liaison with Avalanche Canada**

ADMINISTRATION OF THE FOUNDATION

Leadership and organizational development

- Responsible for all aspects of the Avalanche Canada Foundation (ACF)
- Fulfill mission of the ACF
- Planning for the future

Financial Management

- Budgeting and cash flow management
- Ongoing financial oversight and management
- Financial planning

Compliance

- Ensure compliance with all applicable laws and regulations

Board of Directors support

- Strategic planning
- Provide guidance and administrative support
 - Assist the President of Board of Directors (BoD), Chairman of the Grants Committee, and Board members with administrative duties as required/requested
 - Schedule meetings for both the BoD, Executive Committee, and Grants Committee
 - Prepare meeting agenda and organize supporting documents for each meeting
 - Attend BoD/Executive Committee/Grants Committee meetings



- Triage and distribute emails pertaining to respective board members
- Take meeting minutes and afterward organize meeting documents (approved minutes)

Technology

- Assess technology needs of the ACF
- Manage existing technology tools and support
- Implement and manage required technological support tools and services

FUNDRAISING

Responsible for all aspects of ACF fundraising events and initiatives in collaboration with Avalanche Canada.

Leadership

- Develop and manage three-year fundraising plan/calendar
- Develop annual and event specific budgets
- Set fundraising targets

Events planning and execution

- In person and virtual events, auctions, raffles, etc.
- Liaise with suppliers, support sponsorship opportunities, solicit auction donations,
- Coordinate permits, committees, ticket sales, recognition of supporters/donors and all other related tasks
- Secures private industry funding and in-kind product donations
- Support sponsors, and other stakeholders who fundraise events for AvCan.
- Source and obtain merchandise, soft goods, etc.

Third Party Fundraising

- Identify, support, and maximize Third Party Fundraising opportunities.

Grants

- Responsible for securing external grants
- Research and apply for grant funding from foundations, community organizations, and other private industry grant authorities including creating grant proposal and budgets.
- Creates presentations and writes proposals for grants and other funding.
- Preparation of reports and participation in audits.

Donor Stewardship

- Maintain relationships with current ACF donors, sponsors and supporters and generates new leads.

CRM Database Management

- Responsible for the management of the CRM database
 - Manage donation receiving and maintain up to date contact information in CRM

- Ensure database integrity with updates, additions, corrections
- Manage EFT transfers received through other platforms
- Support ACF Accounting to set up/generate Tax Receipts, Reports, DIY forms, assist in cheque receiving and receipting
- Transition recurring donors from other databases
- Solicit donations and assist donors in scheduling recurring donations
- Monitor payment information for donors and contact donors for updated info as needed
- Generate year-end tax receipts for recurring donors and Gifts in Kind donation receipts
- Manage and enhance the relationship with database constituents
- Identify opportunities to increase the number of constituents in the CRM
- Train and support other CRM users as needed (Board members, other staff)
- Support ACF Accounting and set up Tax Receipts, Reports, DIY forms etc.

PUBLIC RELATIONS

Responsible for the management of communications with donors, sponsors and stakeholders.

- Generates content for newsletters, marketing, advertising, articles, website, et.
- General communications campaign
- Prepare event landing pages as needed
- Collaborate with AvCan staff on event promotion, sponsorship, prizing, and outreach
- Support sponsorship opportunities and communicate updates with sponsors and donors throughout the course of the event
- Create personalized communications for significant donors
- Coordinate timing of thank-you messages and update annual general auto reply for donations in partnership with ACF President
- Coordinate outreach messaging with AvCan staff to ensure accuracy and consistency

LIAISON WITH AVALANCHE CANADA

Main contact person with Avalanche Canada

- Works closely with AvCan
- Coordinate fundraising events with AvCan
- Provide content for communications initiatives

CHARACTERISTICS OF THE POSITION

- Remote works with flexible hours
- Work hours dependant on needs.
- After hours and weekend work.

ESSENTIAL QUALIFICATIONS AND EXPERIENCE

Required qualifications (skills, education, experience, certification) that can be demonstrated/proven

- University Degree in appropriate discipline
- At least five years of experience in a leadership management role
- Financial Literacy.

- Budgeting, cash flow management
- Knowledge of accounting principles
- Superior writing and communications skills
- Experience working with a not-for-profit and a board of directors
- Excellent computer skills and proficient with Microsoft Office products
- Project management experience.
- Ability to organize fundraising events

DESIRED QUALIFICATIONS AND EXPERIENCE

- Master's degree
- Fundraising experience
- Experience in public relations, communications, or media relations
- Grant and proposal writing experience.
- Sales/fundraising pipeline/revenue management and client management.
- Experience with databases, Google Docs, cloud-based systems,
- Knowledge of the avalanche industry
- Ability to speak/write in French

REQUIRED ATTRIBUTES AND QUALITIES

- Self motivated and goal oriented
- Attention to detail.
- Able to deal with deadlines.
- Willing to be flexible with workflow.
- Balance workload – ability to prioritize and be flexible for unforeseen incoming initiatives/tasks.
- Good judgement on public perceptions when communicating sensitive information.
- Maintaining a professional image in the public eye.
- Open minded, flexible, good sense of humour, and committed.