

## **Development & Communications, Officer (DCO)**

Canadian Society for Yad Vashem

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### **The Opportunity**

Title/Reference Number: **Development & Communications, Officer / (CSYVDCO-003)**

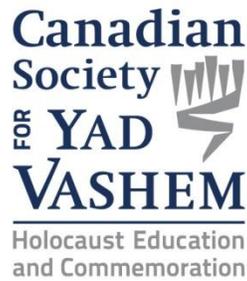
### **General Job Description**

Canadian Society for Yad Vashem (CSYV) is currently seeking a Development & Communications, Officer (DCO) to join our next exciting stage of development.

Reporting to the National Executive Director, the DCO develops, plans and implements strategies for identifying, cultivating, soliciting, closing and stewarding annual and special gifts for CSYV, secures donor meetings, as well as, develops plans to expand CSYV's education & commemoration programs, while building and executing CSYV's outreach strategies.

As such, the DCO will manage a portfolio of prospects in order to secure/advance philanthropic gifts to CSYV, research and build prospect pipeline. In addition, the Development & Communications Officer will be implementing fundraising programs (including electronic campaigns and online fundraising programs) that will enable CSYV to increase the number of schools/educators/youth that participate in our education programs and return each year. The DCO will play a key role in the fundraising effort. As a skilled writer the DCO will craft language to spark connections and build relationships between CSYV and donors.

Working in collaboration with the National Executive Director, the DCO will develop messages and communications (e-newsletters, online giving programs, constant contact messages, case statements, proposals and donor reports) consistent with the case for support and fundraising priorities. The DCO will develop an external relations plan and be responsible for tasks related to website branding/updating/content development, as well as, the management of social media and execution of CSYV's special events. Successful candidate will also be responsible for media relations and development of press releases.



## About the Canadian Society for Yad Vashem

Established in 1986, the Canadian Society for Yad Vashem (CSYV) has worked for over 30 years to educate Canadians about the Holocaust through educational and commemorative programs while sharing the facts, knowledge and universal lessons of the Shoah (Holocaust).

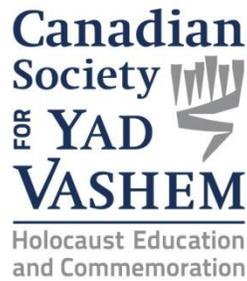
CSYV is a national organization with a core group of significant donors, volunteers and professional staff who are committed to the vision of advancing education and commemoration of the Holocaust. CSYV supports its mission by developing philanthropic support from individuals, families, foundations, government agencies and the business community.

Our vital educational programs focus on educating future generations of Canadians about the Holocaust. To name a few, these include annual programs such as:

- The CSYV Holocaust Scholarship Program, which focuses on recruiting and sending Canadian educators to a three-week seminar at the International School of Holocaust Studies at Yad Vashem.
- The Ambassadors of Change Program, which takes place in Ottawa, helps, create a more tolerant and inclusive society by bringing together high school students and Holocaust survivors for guided group sessions about the Holocaust.
- The Twinning Program which enables young teens to learn about the Holocaust as they reach Bar/Bat Mitzvah, by pairing them with child Holocaust victims.

Canadian Society for Yad Vashem holds a tradition of excellence in bringing together the community for the purpose of remembering and learning about the Holocaust, which is integral to increasing the knowledge of Canadians about the Shoah so that they can then proceed to make significant contributions to Canadian Society.

Guided by a mission to remember the past and shape the future, CSYV offers educators diverse ways to teach the holocaust through experiential learning opportunities that are practical, innovative and socially conscious. To name a few, CSYV maintains a digital archive of Righteous Among the Nations stories and Testimonies of Canadians survivors that are available to teachers and students as a learning tool. CSYV is constantly evolving and is currently developing a new Youth Holocaust Education program to facilitate learning about the Holocaust through the CSYV Holocaust Memorial Site. This program aims to integrate Holocaust learning experiences into the program of study of both Jewish and non-Jewish schools. On occasions, CSYV also brings mobile exhibitions on the Holocaust, to Canada.



The Society's Holocaust commemorative programs include ceremonies on the national and provincial levels. The National Holocaust Remembrance Day Ceremony in Ottawa, held on behalf of the Government of Canada, is attended by hundreds of dignitaries and is open to the public. The Queen's Park Tribute to Holocaust Survivors, in affiliation with the Premier of Ontario and the Ontario Legislature, recognizes the outstanding achievements of Ontario's Holocaust Survivors.

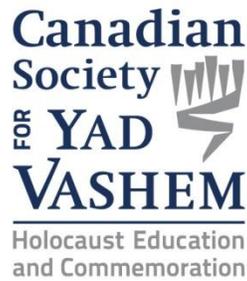
In addition, the Canadian Society for Yad Vashem is the only organization in Toronto to have a memorial site enabling the community at large to commemorate victims of the Holocaust and honour survivors. The (CSYV) Holocaust Memorial Site, located at Earl Bales Park (4169 Bathurst St, Toronto, ON M3H 3P7), stands at the heart of our mission to educate Canadians about the Holocaust. With a dedicated memorial site specifically focused on the core fundamentals of Holocaust education and commemoration, the CSYV is uniquely positioned to raise awareness and advance the collective knowledge about the Holocaust while helping meet the challenges of preserving the Shoah's legacy.

The CSYV is the only organization to have at its fingertips the expertise and resources of Yad Vashem, the World Holocaust Centre, which is internationally recognized as being a global leader in Holocaust research, documentation, education, and remembrance. The Society's numerous educational and commemorative programs bring Yad Vashem's world-leading knowledge and expertise to multicultural Canadian audiences. As generations change, the Canadian Society for Yad Vashem is dedicated to advancing and expanding its important mission.

## **Responsibilities**

### **The Development & Communications, Officer will:**

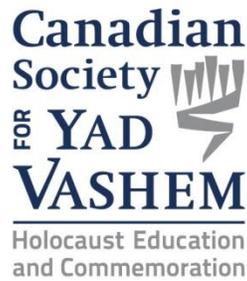
- Develop fundraising strategies and timetables, in collaboration with and under the guidance of the National Executive Director to secure annual gifts (\$1,000-\$24,999) and special gifts (\$25,000-\$99,999) from prospects. This includes providing strategic development support for visits by the National Executive Director.
- Develop strategic annual plan for approval and provide progress performance report towards goals.
- Manage a prospect portfolio (Approx. 120-150) and carry out significant steps (moves) in accordance with a strategy designed to result in increased philanthropic support for CSYV.



- Identify, research, cultivate and solicit prospects capable of contributing annual gifts (\$1,000-\$24,999) and special gifts (\$25,000-\$99,999). Through personal visits (face –to-face meetings), identify and qualify individuals to determine capacity, inclination and interests in providing gift support to the CSYV. Evaluate and recommend appropriate next steps for newly qualified potential donors and current donors.
- External Relations – promote and understand CSYV’s brand, strategic direction and fundraising priorities. Develop and edit written publications including proposals, annual reports, e-newsletters, press releases and media kits. Manage social media and web updates according to branding guidelines. Develop online fundraising programs and e-campaigns.
- Participate in the organization and implementation of special events. Plan and execute targeted stewardship events to prospects and to enhancing ongoing relationships with them.
- Participate in fundraising/development committee meetings. Work with volunteer networks that assist in the identification, cultivation and solicitation of prospects.
- Develop messages and communications (case statements, proposals, website updates, donor reports). Make sure messages and communications are consistent with the CSYV’s case for support and fundraising priorities that will be approved by the National Executive Director.
- Participate in Prospect Management System; File timely and appropriate contact reports, recording of proposals, etc.
- Undertake special projects & other tasks as required.
- If required, be able to work occasional weekends and after hours.

## **Qualifying Skills and Abilities**

- Proven experience in fundraising, preferably in a higher education.
- Proven experience in communications (development of communications and messages for e-newsletters, press releases, media relations, social media, fundraising proposal writing).
- Results-driven and client-focused professional with the ability to solicit, negotiate, maximize and close gifts and to identify and develop relationships with new top prospects.
- Demonstrated ability to manage and motivate others and to work autonomously and as a part of a team with excellent interpersonal skills.



- Ability to identify, recruit, and manage a network of key fundraising volunteers.
- Strategic thinker with an ability to develop and implement plans and carry on multiple projects simultaneously, and to adapt to changing circumstances.
- Ability to communicate effectively and to interact with top donors while maintaining a high level of confidentiality.
- Excellent writing skills and strong command of grammar, spelling and punctuation.
- Ability to visualize the coming together of images, graphics and printed work to craft a compelling story.
- Experience working with Word-Press, constant contact.
- Superior written communication and proposal writing skills, and experience in prospect research.
- Excellent problem solving, priority setting, analytical and organizational skills.
- Ability to work in a PC environment, using MS Office, and client-server database software.
- Fluent in written and spoken English. French is an asset.
- Knowledge of the Jewish community is an asset.

**Education and Experience:** Undergraduate degree in English or Communications is desired, other related degrees may be considered; Minimum five (5) to eight (8) years' related experience.

**Salary Range:** \$52,800 - \$68,400 per annum. Full-time position (40 hours per week).

**To apply:**

Candidates are asked to forward resume and letter of interest to [career@yadvashem.ca](mailto:career@yadvashem.ca) stating the following Title/Reference Number: **Development & Communications, Officer (CSYVDCO-03)**.

Applications will be held in strict confidence.

Please note the deadline for submission is **April 9, 2017**.

While the CSYV appreciates all applications, please note that only candidates selected for an interview will be contacted.