Development Manager – External Relations

CKUA

CKUA is Alberta's voice for music, arts, and culture. Recognized as Canada's first public broadcaster, CKUA guides an inspirational journey of musical discovery through 30+ expertly curated multi-genre musical programs and other enriching arts and cultural content on-air and online. CKUA serves 380 communities across Alberta with FM Radio and, listeners around the world with live-streaming and enriching digital content through CKUA.com, the CKUA App and social platforms.

CKUA is not government funded; rather, proudly supported by a 12,000-strong worldwide crew of donors who collectively contribute 60% of CKUA's annual operational funding. As CKUA approaches its Centennial, we are on a mission to grow our philanthropic community. Wouldn't it be amazing to announce 100% donor-supported?! We believe so too! We are looking for a dynamic Development Manager who can work with us to make that day happen.

The Role

The Development Manager possesses a strong understanding of how to guide the donor experience and journey through one-time gift to annual or monthly sustainer to major, transformational, and planned gift. The Development Manager has a solid ability to see the big-picture and develop and execute a measurable tactical plan to enhance team accountability, track the right KPI's and deliver consistent reporting. Experience working with senior-level staff and board volunteers in moving donors through the development cycle and up the donor pyramid and working collaboratively with in-house marketing, communications, sponsorship, and other program professionals to create on-brand campaigns and initiatives that increase donor engagement and grow revenues is paramount to achieving success in this role.

Reporting to the Director of External Relations, the Development Manager is a member of the External Relations Team of eleven (11) who share accountability for fund development, advertising and sponsorship, communications and marketing, community engagement and stewardship. The Development Manager will work closely with Communications and Marketing and Community Engagement and Stewardship team leads and collaborate regularly with the ER-Team, the Database Administrator and Programming Team. The Development Manager is currently supported by a team of four (4) who also support the CEO and Board Fund Development Committee with donor prospect, research and acquisition as required.

Key Areas of Focus

Include (and are not limited to) the strategic development and implementation of:

- An integrated revenue development plan designed to achieve ≈ $3.2M annually with measured year over year growth through philanthropy.
- A proactive moves-management strategy to tactically guide the donor experience journey through the development cycle—one-time to annual to major to transformational to planned.
- A philanthropic membership strategy to implement and grow The Crew.
- Semi-annual on-line / on-air fundraising campaigns that ensure, effective cross-team collaboration, efficient use of board, staff and volunteer time and resources, seamless delivery, and results.
- Mobile Giving and other new revenue streams through philanthropy.

Key Duties and Responsibilities

- Create, plan, and execute an integrated annual development plan to strategically achieve measured year over year growth in donors and revenue through philanthropy.
- In collaboration with the Community Engagement and Stewardship Manager and Communications and Marketing Manager, create plan and deliver effective on-brand appeals, campaigns and other fundraising initiatives that increase donor engagement and grow revenues.
- Support the CEO and Board Fund Development Committee with qualified donor prospecting, research, and acquisition.
- Fiscal management and accountability for an annual budget to support plans which includes both revenue and expense targets.
- Lead, manage and support the development team with inspiration, reflective of CKUA values. Conduct annual performance reviews.
- In partnership with the Community Engagement and Stewardship Manager, support and set direction for volunteer staff ensuring they are integrated into the department and are appropriately supervised.
- In partnership with the Database Administrator, supervises the use of donor information systems and gift processing tools and reporting.
- While the role is heavily focused on donor development and philanthropic revenue generation, will collaborate regularly with the team on corporate sponsorship and grant strategies.

Desired Knowledge, Education and Experience

- Five (5) to seven (7) years of progressive fund development experience; CFRE (Certified Fund-Raising Executive) professional accreditation and direct marketing and/or membership development experience are assets.
- Demonstrated strong ability with creating, planning, and implementing integrated and measurable annual fund development programs that support and enhance ongoing major gift, planned giving and capital campaign work.
- Solid foundation in data-driven strategies that will significantly grow CKUA's 3.2M in annual revenue through philanthropy; Driven to own and exceed donor attraction, retention, and growth KPIs (Key Performance Indicators).
- Demonstrated success in leading, managing and developing high-performing teams combined with a fervent desire to work with creative and collaborative teams who are committed to quality, values, and leadership. Experience working with senior-level staff and leadership volunteers in moving donors through the development cycle and up the donor pyramid.
- Experience working collaboratively with in-house marketing, communications, sponsorship, and other program professionals to create on-brand campaigns and initiatives that increase donor engagement and grow revenues.
- Strong interpersonal, verbal, and written communication skills.
- Critical-thinking, sound judgement, high attention to detail and strategic decision-making abilities.
- Excellent organizational, project management and time management skills, including the ability to work to tight deadlines and deal with a high degree of organizational complexity.
- Proficiency with Microsoft Office 365, Microsoft Teams and Raiser's Edge is essential for success in the role. Experience with Mailchimp and mobile giving platforms is an asset.

Hours of Work and Location

- Full-Time / M-F / 40-hour work week (evening / weekends as required)
- Flexible Remote Work Environment (Can be in Calgary or Edmonton)

Working Relationships

- Reports to the Director of External Relations
- Collaborative working relationships include: Communications and Marketing and Community Engagement and Stewardship Managers, Director, Finance and Administration and Database Administrator, Director, Programming and Programming team and CEO/Board Revenue Development Committee (as required)
- Direct supervision of four (4) staff.

Salary / Compensation

- CKUA strives to offer a competitive salary / compensation package

Application Deadline:

- Position will remain open until filled. Please send a cover letter and resume to Karla Schell, Director of External Relations at kschell@ckua.com

CKUA welcomes applications from all qualified individuals. We are particularly interested in and encourage applications from equity-seeking communities, including women, racialized and Indigenous persons, persons with disabilities, and persons of all sexual orientations and gender identities/expressions.