



Terms of Reference

Senior Manager, Resource Mobilization

About AKFC

Aga Khan Foundation Canada (AKFC) is an international development organization and registered charity. AKFC partners with communities, businesses, and governments to find innovative, lasting solutions to promote inclusive development. Working in Africa and Asia, the Foundation invests in local institutions and systems that anchor progress over the long term. In Canada, AKFC mobilizes funding and expertise, and promotes awareness of global issues. AKFC is an agency of the Aga Khan Development Network, one of the world's most comprehensive development organizations. Since 1980, AKFC has helped millions unlock their own potential to build a better life.

Position Summary

AKFC has a multi-faceted and dynamic Public Engagement and Resource Mobilization (PERM) team. It is made up of highly motivated professionals, whose responsibilities include: the development and execution of public engagement initiatives; the mobilization of financial resources from Canadian individuals and corporations; the management of corporate communications; collaboration with the AKDN and its agencies; volunteer engagement; and the stewarding of relationships with government partners and other institutions.

Reporting to the Director of Public Engagement and Resource Mobilization, the **Senior Manager, Resource Mobilization** will lead the next chapter in the evolution of our efforts to mobilize Canadians to support Global Development through volunteerism, fundraising and direct donations.

This includes oversight of our signature program and brand identity, the World Partnership Walk (WPW), now celebrating its 40th year and holding the distinction of being Canada's largest public movement in support of global development and raising over \$140M towards over 180 initiatives, in more than a dozen countries in Africa and Asia, and our World Partnership Golf (WPG) program now in its 25th year, with tournaments taking place in 7 cities across the country.



The focus of this role is to build, resource and execute a strategic plan for the exponential growth of revenue generation through a combination of our existing signature properties and the addition of new giving vehicles with an emphasis on digital fundraising and corporate engagement.

The portfolio encompasses business strategy, delivery of revenue generating programs, volunteer engagement, supporter engagement, corporate engagement, operations, and budget oversight and accountability, the building of operational efficiencies within the portfolio, and working cross-functionally with other departments.

The Senior Manager Resource, Mobilization is a member of the PERM leadership team, playing a key role in achieving the objectives of the department and the organization, integrating operations and processes across the team, identifying and managing the growth of key talent, supporting other leaders on the team, including the Director PERM, and creating a culture of belonging.

This role provides leadership, guidance, support and opportunities for growth and learning, to three Managers (one role currently vacant and to be defined by the incumbent) and their reports (7). The role is preferably based in Ottawa, with secondary preference for remote based work. Candidates from all geographies will be considered. Support is provided for relocation to Ottawa. The starting salary range is between \$99,000 and \$104,000, alongside a competitive benefits package.

Responsibilities

Leadership

- Serve as a member of the Public Engagement and Resource Mobilization leadership team.
- Maintain strong working relationships and act as RM liaison with other AKFC departments.
- Guide, coach, and support the development of three direct reports and their teams.
- Be a culture builder and model collaborative, inclusive, and positive leadership.
- Represent the work of AKFC in public forums and key stakeholder relationships.



Revenue Generation

- Develop and deliver a prudent and well-informed plan to ensure the successful achievement of revenue development targets, setting one-year, five-year, and longer-term goals.
- Oversee and guide the successful implementation and evaluation of robust annual WPW and WPG programs that engage different constituencies and build strong relationships with fundraisers, donors, sponsors, company leaders, company influencers, volunteers, and other individuals.
- Responsible for the establishment and development of new streams of revenue generation for AKFC and World Partnership Initiatives including but not limited to; Monthly Giving, Digital Fundraising, and Point of Sale Campaigns.
- Ensures the development of relevant, compelling and on brand fundraising collateral and engagement strategies.
- Accountable for a thorough onboarding and stewardship program for donors across program and donor type.

Strategy, Business Intelligence, and Operations

- Establish, monitor, and oversee Resource Mobilization budgets, working closely with the Director, PERM and the Finance Department.
- Oversee revenue projections, reporting, and data analytics for organizational, departmental, and portfolio objectives
- Ensure the evaluation and testing of new program approaches to increase revenue and recruit and retain supporters.
- Regularly review and develop processes and procedures to optimize program growth.

Volunteer Engagement

- Oversee a Volunteer Engagement program that attracts and retains volunteer expertise to support AKFC's efforts.
- Inform, liaise, and engage the National Council (Board of Directors) on Resource Mobilization matters.
- Collaborate with National Volunteer Leadership to define, recruit, and steward volunteer roles to support the execution of initiatives at a national and local level.



Qualifications & Experience

- Bachelor's degree or equivalent.
- 7-10+ years of fundraising experience
- Demonstrated success in growing fundraising revenues and creating and delivering successful, new revenue streams.
- Proficient digital skills including knowledge of customer relationship management systems, electronic giving and information exchange, and Microsoft Office software programs.
- Proven track record in project managing fundraising and marketing campaigns from concept to delivery.
- Experience developing volunteer engagement programs and working with volunteers.
- Demonstrated ability to supervise high performing team members with a track record of delivering clear, constructive, and actionable feedback to colleagues.

Skills & Attributes

- Understanding of fundraising/marketing practices, techniques, and trends.
- Innovative thinker with experience in ideating new ways to sustain and grow programs.
- Excellent communicator with superior oral and written communication skills in English.
- Excellent interpersonal skills with the ability to build relationships internally and externally.
- Flexible and adaptable.
- Ability to successfully juggle multiple, competing deadlines in a fast-paced, changing environment.
- Knowledge of, and commitment to, global development.
- Demonstrated capacity to respect and safeguard vulnerable populations.
- Knowledge of inclusive, gender-sensitive, and anti-racist practices.



- Availability for occasional evening and weekend work during busy periods or events.
- Ability to travel within Canada.

Apply

Qualified applicants should submit a cover letter and resume.

Applications should be submitted via email to akfc.hr@akdn.org indicating “Senior Manager Resource Mobilization” in the subject line. Applications will be reviewed on an ongoing basis. Short-listed candidates will be invited for an interview and asked to complete a written assignment.

Deadline for submissions: 12 May, 2024

Only shortlisted candidates will be contacted. Applications will be reviewed on an ongoing basis. Please note that applicants must be eligible to work in Canada.

AKFC is committed to advancing gender equality and inclusion through our programming and operations in Canada and overseas. AKFC requires all employees to review and abide by the AKFC Gender Equality Policy.

AKFC recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates and the organization as a whole are kept safe from harm.

AKFC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.