



**FIGHTING  
BLINDNESS  
CANADA**

## Manager, Fundraising Events

**Reports to:** Director, Development

**Work Environment:** Hybrid – 2 days in the Toronto office, 3 days remote (subject to change and as the duties and responsibilities of the role apply)

**Role Type:** Full-time, permanent

**Salary Range:** \$75,000-\$85,000, dependent on experience

**About Fighting Blindness Canada (FBC).** FBC is the largest charitable funder of vision research in Canada. Over our 50-year history, FBC has contributed critical funding for the development of sight-saving treatments and cures for blinding eye diseases. We are also an invaluable resource for individuals and families impacted by blindness, providing accurate eye health information through our website and education events, as well as engaging with government and other stakeholders to advance better vision health policies. As we mark 50 years of impact, we are also embarking on a new 5-year strategic plan, which will be driven and supported by dedicated staff, including the candidate in this role. This is an exciting time for our organization!

**About the role.** We are seeking a passionate and detail-oriented events expert who will play a pivotal role in planning and executing our fundraising events. The ideal candidate is a proven fundraising specialist who thrives on the challenge, and excitement of launching and managing successful national and local fundraising events, whether virtual or in-person.

The successful candidate is energetic, detail-focused, and adept at transitioning between, event planning, donor engagement, and fundraising development. Excellent written communication skills are essential. This dynamic role is best suited for someone who enjoys interacting with donors, is solutions-oriented, and thrives in a creative multitasking environment. The role involves managing multiple projects and collaborating with various stakeholders to achieve successful fundraising event outcomes.

### KEY RESPONSIBILITIES

#### 1. Program Development (10%)

- Support the Director, Development, in designing impactful and engaging fundraising events that build awareness nationally, raise funds, and attract net new supporters.
- Collaborate across the organization to conceptualize the event experience, content, and innovative formats. Lead the development and execution of event plans, including coordination of event ambassadors, participants/donors, and vendors, to fulfill the vision and achieve event and fundraising goals.
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- Identify and implement fundraising events and related activities, while staying current with trends and best practices.

## **2. Fundraising Event Planning & Execution (50%)**

- Lead the planning, coordination, and execution of national fundraising events, including a national peer-to-peer (P2P) campaign.
- Develop event-related project plans and timelines, from kick-off to debriefing for internal and external stakeholders.
- Identify and build partnerships, logistics, volunteer management, and all details related to a successful execution.
- Be the lead support in event operations, event website creation, participant fundraising centre, updating and supporting content development.
- Support the development of related event resource creation, working with vendors on related merchandise and/or services.
- Secure spokespersons as appropriate to support event awareness and FBC brand building.
- Analyze metrics and solicit feedback to continually improve content and event delivery.
- Ensure aspects of events meet levels of accessibility for the community.

## **3. Stakeholders Engagement (30%)**

- Foster and support relationships with relevant organizations, national and local partners, volunteers, and community stakeholders - enhancing event outreach and collaboration.
- Collaborate with internal teams to provide an excellent experience, stewarding event participants, corporate teams, and donors, to maximize fundraising, while strengthening relationships.
- Work closely with the Marketing Communications team and Public Relations experts to build awareness, enhance community engagement, support strategic communication development, create promotional materials and collateral, and identify strategies to engage and retain new and current supporters.
- Represent FBC at community events, conferences, and networking opportunities to promote our mission and initiatives.

## **4. Data Management & Administration (10%)**

- Provide administrative support for fundraising events, including creating reports, revenue tracking, data entry, and overseeing event-related supplies and merchandise.
- Update and maintain CRM database and fundraising system for event participants and donors, ensuring data integrity.
- Produce accurate and timely reports to analyze outcomes of participant recruitment and retention, general CRM activities, and event-related KPI's.
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- Support event-related data updates into Raiser's Edge database to reflect donor/participant interactions.
- Create and manage event budgets, ensuring cost-effectiveness and adherence to financial constraints.
- Negotiate contracts with suppliers and vendors to secure cost-effective services.

## QUALIFICATIONS:

- Excellent interpersonal skills.
- Bachelor's degree or equivalent experience.
- 5-8 years of experience in fundraising and event planning, with a preference for experience in organizing large-scale events, and peer-to-peer fundraising events. Demonstrated experience in virtual event planning and utilizing digital platforms.
- Excellent organization and project management abilities, with strong attention to detail.
- A flexible team player who is comfortable working independently, and as part of a collaborative team, in a fast-paced, high-volume environment.
- Strong analytical, and problem-solving skills
- A self-starter who works proactively, managing competing priorities in a dynamic environment, with a solutions-oriented mindset
- Highly dependable, superior work ethic with a customer service-oriented approach
- Strong verbal and written communication skills, to communicate in a friendly and clear manner.
- Proficiency with webinar platforms, including Zoom, and Microsoft Office Suite.
- Comfortable learning and using software and databases, with prior experience in Raiser's Edge, SurveyMonkey, MailChimp, and Canva being beneficial.
- Video editing experience is a strong asset.
- Demonstrated knowledge in working across CRM's (preferably AKA Raisin – not a requirement but an asset) and an understanding of Raiser's Edge (or similar donor data-base system)
- Experience with CRA gift and receipting policies would be an asset
- Willingness to travel and work flexible hours, including evenings and weekends as needed.
- Knowledge of French is an asset, not a requirement.

If you are seeking an exciting challenge, with a dedicated team at a vision loss organization, please send your resume, along with a cover letter to [Jobs@FightingBlindness.ca](mailto:Jobs@FightingBlindness.ca). Submissions must be received by September 23, 2024.



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We thank all candidates for their interest, however, only those selected for an interview will be contacted.

Fighting Blindness Canada is an equal opportunity employer and supports applicants with disabilities. Accommodations are available upon request throughout the recruitment process. Please email your request for accommodation with your application.