

# textile museum

OF CANADA

## Development Officer

REPORTS TO: Director & CEO

POSITION TYPE: 1 Year Full Time Contract

START DATE: July 2022

Established in 1975, the Textile Museum of Canada has established itself as a vibrant cultural space promoting community engagement through our programs and exhibitions. TMC is the only national museum in Canada exclusively dedicated to the study and presentation of textiles from cultures around the world. This universality of textiles is at the heart of our work; it provides the opportunity to engage communities around us, and national and international visitors. Through our public programs, delivered in person and online, we build on a long history of connecting creativity, cultures, and human histories through everyday materials.

This unique 12-month position is made possible by the Ontario Trillium Foundation, Resilient Communities Fund. It includes membership in AFP, AFP courses, and coaching with a Fundraising Consultant for the year. The primary goal of this position is to develop a comprehensive plan for annual donor and member growth, stewardship, and retention; then to execute and measure and reframe for the next fiscal year.

There is the possibility of extension or permanent employment on successful achievement of the objectives.

### JOB RESPONSIBILITIES

#### Annual Giving Strategy:

- With the Consultant, the Development Officer will develop an ambitious annual giving program and target with supporting strategies to maximize unrestricted annual giving from individuals, foundations, corporations and members; and to determine appropriate solicitation, segmentation, recognition, and ongoing stewardship and renewal
- Responsible for ongoing analysis of the prospect base/members to ensure that all prospects are included in annual solicitation plans each year
- Identify giving potential of prospects by analyzing previous program data and performance, and evaluating publicly available information
- Identify prospective major gift donors and engage them with the appropriate staff
- Ensure giving options appear across the organization, including legacy opportunities

#### Communications and Messaging:

- Coordinate annual giving and membership direct response strategies including solicitation calls, direct mail, e-communication and web-based fundraising
- In collaboration with the Digital Marketing Coordinator, produce, distribute and analyze statistical reports outlining annual-giving results

- Implement communications and events schedules for annual giving initiatives based on activities of the Museum
- With the Senior Manager of Visitor Engagement and Operations, provide input for Admissions, Learning Hub, and Retail staff on messaging and collaboratively discuss ideas for scripts, online cross promotions with ticketing and sales, and more
- Effectively use the available technology to design and modify giving options online
- Build reports to effectively relay information for on the progress of fundraising including supporter stats and financials year over year and by segment

#### Stewardship and Recognition:

- Develop and implement with the guidance of the fundraising consultant programs that engage each level of giving and membership appropriately to sustain relationships and encourage philanthropic support through upgrades and/or legacy giving
- Coordinate stewardship of annual supporters through recognition and events as promised in membership levels, patron levels and sponsorships
- Identify internal opportunities to steward donors, leveraging existing programs and exhibition opening events
- Provide direction into the development of communications materials to generate revenue and interest - including proposals, emails to donors/prospects, web-based reports, onsite digital and print signage
- Ensure confidentiality is maintained for all donor and prospects

#### **QUALIFICATIONS**

- 1-2 years of fundraising and/or audience development experience in arts organizations
- 1-2 years of writing experience for fundraising departments or in communications roles; proposals, letters, web, presentations
- Experience using excel spreadsheets, database reports and queries, budgeting projections and analytics
- Confidence and ease in working with the public, volunteers and donors
- Goal oriented with a practical hands-on approach to fundraising including strategies for acquisitions, renewals, retention, upgrades and stewardship
- Well-developed administrative and organizational skills
- Operates with a high degree of professionalism and discretion
- Collaborative, proactive and comfortable in a fast-paced environment
- Demonstrated experience in Microsoft Office, databases, and basic web/applications
- Experience with privacy legislation, CASL and policies is an asset
- Knowledge of textiles/textile arts is an asset

#### **COMPENSATION**

- This is a 12-month full-time contract, with a salary of \$40,000 per annum, paid biweekly
- Professional coaching services and guidance
- Membership in the Association of Fundraising Professionals, Toronto Chapter
- Conference attendance to the Toronto AFP Congress
- Enrolment in AFP Fundamentals program

**WORKING CONDITIONS**

This position will have the opportunity to work from home 1-2 days per week after successful completion of a three-month probationary period.

This position may require some weekend work to coordinate donor events, and integrate with Visitor Engagement staff, understand systems and develop the annual giving plan.

**TO APPLY**

Qualified candidates should email their cover letter and resume as a single document attachment to [hrsearch@textilemuseum.ca](mailto:hrsearch@textilemuseum.ca) by the end of the day on June 29, 2022.

The email subject line should read <title of position applied for> <followed by applicant's last name>. Kindly note that we will accept no phone calls. We thank all applicants for their interest but advise that only those selected for an interview will be contacted.

Interviews will be scheduled with selected applicants at mutually agreed times to ensure candidates do not experience undue hardship.

The Textile Museum of Canada maintains a Board of Trustees approved Anti-Racism, Access, and Equity Policy. Respect, accountability, and a courteous manner towards other staff, volunteers, and the public are requirements for all staff.

We invite all candidates who meet the eligibility criteria to apply, however in keeping with the Museum's equity goals; we encourage applications from candidates who have lived experience of disability, BIPOC candidates, and/or 2SLGBTQIAP+ candidates. Candidates are encouraged to self-identify in their cover letters.

In accordance with the Ontario Human Rights, Accessibility for Ontarians with Disabilities Act & the TMC's Recruitment & Selection Policy for Staff, a request for accommodation will be considered throughout the hiring process. The Textile Museum of Canada is an Equal Opportunity Employer. Due to the small size of our organization and some programming with children and vulnerable adults, a criminal reference check will be required.