

B R E A T H E

the lung association

POSITION TITLE:	Manager, Community Engagement – Western Ontario – London Region
LOCATION:	Home-based Office, ideally in London, ON
REPORTS TO:	Provincial Manager, Community Engagement
EFFECTIVE DATE:	Immediately

About The Lung Association:

The Lung Association is dedicated to helping all Canadians breathe. Our community of donors, patients, researchers, volunteers and professional staff are dedicated to ensuring Canadians have the healthy lungs, body, and clean air, which are vital to healthy breathing.

We want to ensure that no one takes their breathing for granted, and strive for better breathing for all.

This is an opportunity to join a team at an exciting point in time – an opportunity to build on your experience, grow your skills, and make a true difference in the lives of all those that struggle to breathe.

To view our latest Annual Report: <https://breathe-annual-report.floating-point.com>

Position Overview

Community Engagement directly drives the mission of The Lung Association – Ontario (TLA), driving presence, influence, participation and partnerships within the lung health community.

Under the supervision of the Provincial Manager, Community Engagement the role works to engage and create long-term partnerships with the lung disease community through a variety of strategic activities that measurably increase levels of program engagement, awareness of resources and professional programs, and revenue in assigned geographical area.

In addition, the role will also seek to actively engage people affected by lung disease in TLA's work and ensure their representation in program development and improvement. Where appropriate, the role will also support the gathering of data, evidence and insight to inform the community engagement operational plan.

This role will support the communities in Western Ontario, which includes London, Essex, Kent, Lambton, Middlesex, Elgin, Oxford, Huron Perth, and Grey Bruce.

Main Responsibilities:

Fundraising:

- Develop and deliver a regional business plan, using defined fundraising products, to achieve revenue and targets for programs and events, including stewarding relationships across the region. This includes, but is not limited to:
 - Event planning, coordination and execution to achieve optimal return within budget.
 - Solicit, leverage and engage volunteers and third party organizations to plan, coordinate and execute TLA and / or endorsed events.
 - Deliver fundraising and promotional initiatives to strengthen community / business relationships, including workplace and employee giving.
 - Undertake solicitation strategies to small businesses, community foundations and services clubs.
- Deliver financial and non-financial targets, delivered through the network of local supporters and volunteers. This includes but is not limited to:
 - To recruit and provide ongoing support to a Breathing Council, with at least 6 – 10 active, participatory members. The Council will be a group of community leaders who will assist in creating conversations, advising on community needs and creating engagement plans in assigned geographical areas.
 - Recruit, manage, retain and develop a network of volunteers; individuals, groups and companies to help deliver targets and objectives.
- Analyse and produce monthly financial and progress reports identifying remedial action, where projected income or performance is potentially off-target.
- Collaborate and coordinate efforts with other teams, including Provincial Development, to maximise income potential, fundraising support and donor development.
- Ensure appropriate administration of donor and event information in the donor database and, where appropriate, supply reports and analyses.
- Act as the 'go to' person for volunteers and groups on all aspects of event management and community fundraising activity.
- Undertake community development and fundraising activities in accordance with TLA's policies and procedures, good practice within charity law, managing contracts, agreements and relationships appropriately.

Community Program Development:

- Build sustainable relationships with community and healthcare organizations to deeply entrench TLA in the health provider community.
- Where required, support the delivery of defined provincial programs with in an assigned geographical area, raising awareness of the program's impact and liaising with partner organizations as assigned. This includes, but is not limited to:
 - Collaborate with provincial program leads to recruit and engage constituents (patients, caregivers, volunteers) to deliver new support groups and volunteer-led programs.
 - Collaborate with provincial program leads to recruit and engage a network of advocates who lend their voices and campaign for policy changes at the local and provincial level.
 - Participate in the assessment of on-going needs and gaps in access, programs and education for patients and providers within the assigned coverage area.

Key Accountabilities:

- Delivery of own financial budget and non-financial targets.
- Recruit, hire, orient, direct and evaluate employees reporting to him/her. Manages the human resources according to TLA's Human Resources policies and procedures and ensures they fully conform to current laws and regulations.
- Management of volunteers and committees in their assigned geographical area.
- Engagement and stewardship of assigned serviced clubs, community foundations and corporate accounts.
- Support of the operational plan for program development and delivery.

Knowledge and Skill Requirements:

- Excellent spoken and written communication skills; must be able to articulate TLA's mission to a wide audience.
- Ability to work independently, problem solve, thrive under pressure and perform multiple tasks.
- Experience with recruiting and managing volunteers and staff.
- Experience of financial management and budgeting.
- Comfortable working in a high-pressure, fast-paced environment
- Thoroughness, timeliness, flexibility and an ability to juggle priorities and meet deadlines
- Proficiency with Microsoft Office applications as well as other software applications such as CRM (familiarity with Raiser's Edge software an asset)
- Ability to work effectively in a team environment
- Resourceful, results-oriented with a positive, "can do" attitude

Experience and Education:

- Post-secondary education in marketing, business or equivalent work experience
- Three to five years of event management or fundraising experience
- Experience and skills in relationship and network building.
- Non-for-profit experience an asset.
- Experience in patient and caregiver engagement and support is an asset.
- Valid driver's license and access to own vehicle as needed.

Work Environment:

- Willingness to work flexible hours; some evening and weekend work is required
- Willingness to travel.

To apply, please email your resume and cover letter, along with salary expectations, to Geeta Thomas, Director - Human Resources.