



Position Profile

National Director, Events
2022



About Cystic Fibrosis Canada (CF Canada)

Cystic Fibrosis Canada has dramatically changed the cystic fibrosis story, advancing research and care that has more than doubled life expectancy. Since being founded by parents in 1960, Cystic Fibrosis Canada has grown into a leading organization with a central role engaging people living with cystic fibrosis, parents and caregivers, volunteers, researchers and healthcare professionals, government and donors, all working together to change lives through treatments, research, information and support. Despite remarkable progress, the fight is not yet done; children with cystic fibrosis still have only a 50% chance of living beyond their 50s. The organization's goal is to keep pushing, keep going further, until all people with cystic fibrosis can and do experience everything life has to offer—and enjoy everything life has to offer.

www.cysticfibrosis.ca

The Role

The National Director, Events, a newly created role, will report to the Chief Development Officer and work closely with the Regional Executive Directors and their event teams to lead, manage, and enhance CF Canada's national events. The National Director will, first and foremost, be a fundraiser, and all event activities will be focused on revenue generation for the organization.

The successful candidate will be able to leverage both internal and external relationships to build a cohesive and well-functioning events program focused on event strategy, development, and operational efficiencies. On a crowded playing field, it will be essential to apply both creativity and insight to the events program in a way that will lead to superb events execution nationally.

Internally this position works cross-functionally with other key partners in Marcom, IT, Finance, and Mission. As a member of the philanthropy team, the National Director will collaborate with these colleagues in developing overall revenue generation strategies. Externally they will work with volunteers, event participants, event vendors, and other event stakeholders.

While this is a highly relationship-oriented role, the Director will also be responsible for event execution, logistics, operational efficiencies, and metrics. An essential mission will be to create a national event strategy that leverages the strengths of the regions and craft events that could be executed nationally. They will also analyze the current event portfolio to determine which functions have the greatest potential to increase revenue for the organization and which have run their course and should be retired.

Building and leading a strong events team is key to the success of the role. The incumbent will provide leadership to their team, leveraging talent and adding members when needed to meet event revenue objectives.

Key Responsibilities

Strategic & Planning

- Create a well-thought-out and comprehensive strategic and operational plan for CF's national event portfolio: Walk to Make Cystic Fibrosis History, Lawn Summer Nights, Shinerama, and the World Wide Trek.
- Work with the events team and Regional Executive Directors to identify new opportunities and to elevate existing events that have momentum.
- Identify ways to maximize community fundraising programs such as cause marketing, golf tournaments, and galas.

Leadership & Staff Management

- Effectively lead and manage the national events team by providing clear vision, expectations, and direction. Create a culture of co-operation and positive reinforcement by proactively soliciting feedback from regional teams and other key partners, constructively sharing the feedback with team members and offering coaching/modeling as needed.
- Collaborate and partner with Regional Executive Directors and staff to keep a finger on the pulse of current challenges and successes within the National Events program and provide subject matter expertise and best practices.
- Ensure the development and execution of a training agenda for the national events team, including new staff, new and returning volunteers, and ongoing event fundraising training via structured online sessions, mini regional onsite workshops as requested, and one national in-person meeting per year.
- Work closely with the marketing team, leveraging their expertise to develop event websites and communications to event donors, and increase peer-to-peer engagement through strong marketing campaigns.
- In partnership with the Development and IT teams, enhance the management tools, metrics, and reports needed to effectively drive and assess the National Events program.

Fundraising

- Collaborate with revenue-generating leads including leadership giving and corporate partnerships, to develop and enhance national event strategies.
- Identify how to encourage event participants to take on additional leadership roles or to contribute to the organization as an annual or major gift donor.
- Work with the philanthropy team to identify potential major gifts donors.
- Collaborate with the CF Canada's Corporate Partnerships team to engage, cultivate, and steward key corporate sponsors and help identify national event sponsors.

The Opportunity

In this new role, the National Director has the opportunity to have a significant impact on the revenue of the organization by building a strong, efficient, and well-executed events program. They will work with an experienced team of event staff and a portfolio of well-recognized, long-standing events—but will also have the freedom to innovate and grow the portfolio and to take calculated risks in a supportive environment.

The Ideal Candidate

If you are the ideal candidate, you have 10-plus years of senior development experience in a charity-based organization, preferably in a national organization with regional footholds.

You have a strong background in planning, organizing, launching, delivering, and tracking national and community events with six- and seven-figure budgets. You have led national, multi-event, multi-site programs working with volunteers, regional directors, and national event staff. You understand regional differences and are able to scale events effectively.

You are an experienced fundraiser with a track record of increasing event revenue. You have exploited analytical tools to determine the right mix of events for an organization. You have overseen both digital and face-to-face events and have the experience to transition quickly to either.

You strive to create a high-performance culture, are experienced in managing a team of diverse individuals, and are effective at communicating and training in the use of best practices. You allow staff to take calculated risks and you celebrate successes and wins. You have supervised staff and worked with volunteers remotely and understand how to keep small and off-site teams connected to the whole organization.

Personal Attributes

You are highly collaborative and a great listener who always approaches situations and relationships with a high degree of respect. You are a positive individual who looks for ways to improve the ways things are done while giving individuals accolades for accomplishments both large and small. You are a transparent individual; you operate with kindness and people always know where they stand with you.

You are a mature Individual and a great listener. You approach conversations with curiosity, always ready to hear great ideas. That said, you are also assertive and confident, and the best interests of the organization are always the top priority.

You are naturally creative and enjoy working with others to find innovative methods to grow event programs. You enjoy working with a wide range of individuals in a fast-paced environment with a host of deadlines and deliverables.

Core Competencies

Qualifications

- Proven track record managing special events at the local, regional, and national levels.
- Exceptional management, training, leadership, and team-building skills.
- Able to effectively multi-task, establish priorities, and work in a fast-paced environment. Highly efficient in time management and can meet deadlines under pressure.
- Detail-oriented with strong organizational skills.
- Team player with the ability to interact positively with all levels of staff, volunteers, and corporate and community leaders. Able to develop, maintain, and leverage relationships.
- Excellent communication skills in order to deliver presentations, convey ideas, negotiate agreements, and instruct effectively.
- Superior active listening, observation, analytical, problem recognition, and problem-solving skills.

- Able to work and make judgments independently and take initiative.
- Disciplined and resourceful self-starter.
- High capacity to assess the value, importance, and quality of activities and people.
- Understand a variety of related computer systems and databases. Proficient in Microsoft Office and fundraising software/applications.
- French communication skills are a definite advantage.

Additional Information

Flexibility to travel is required.

How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resumé along with a cover letter that sets out your interest in the role and highlights your relevant experience. Please add your salary expectation in your cover letter. The preferred method of application is online at searchsmartconnect.com/jobs

Cystic Fibrosis Canada is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.

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