



DEVELOPMENT AND COMMUNICATIONS DIRECTOR: JOB CALL

About Shoresh:

Through nature-based Jewish education, Shoresh leads, inspires, and empowers our community to be Shomrei Adamah, protectors of the earth.

The Opportunity:

Director of Development & Communications is a key member of the senior management team, providing strategic leadership and direction. They will work collaboratively with the Executive Director and be supported by the Administrative Assistant.

The responsibilities of the Development and Communications Director are as follows:

Development - Fundraising

- Design and implement annual donor stewardship strategy;
- Improve and manage Shoresh's donor relations management system;
- Communicate with existing and prospective donors, in collaboration with the ED;
- Conduct prospect research with a focus on high-capacity foundations and family funds;
- Represent Shoresh at relevant community events, presentations, and meetings to develop new donor relationships;
- Vision and coordinate annual fundraising events and campaigns, with support in planning and execution from other staff.

Development – Grants

- Create and implement annual grant strategy;
- Take the lead on writing grant proposals and reports;
- Manage other Shoresh staffs' contributions to report preparations.

Marketing and Communications

- Develop and implement annual Communications plan (i.e. social media, monthly newsletter, events);
- Ensure consistent communications, including a voice and brand that reflect Shoresh;
- Oversee and contribute to the creation of marketing materials and impact reports;
- Ensure Shoresh's web presence is accessible and streamlined for users.

Sustainable Products

- Create and execute the annual vision and strategy for Shoresh's sustainable products, ensuring financial targets are met;
- Seek out sales opportunities and represent Shoresh with retailers, community partners, and markets/events;

- Ensure product inventory, labels, orders and deliveries, and e-commerce platform are kept up to date.

Additional Responsibilities

Shoresh has a small staff, and the Development and Communications Director may be asked to support in other areas of the organization.

Schedule and Supervision:

This is a full-time position. It requires the staff member to work some evenings and weekends. The Development and Communications Director will be supervised by the Executive Director.

Salary and Benefits:

Salary is \$62,000 to \$70,000, commensurate with experience. Compensation also includes health care coverage, paid vacation, and paid Jewish holidays.

Qualifications:

We are seeking someone who possesses the following skill set:

- Well-organized, with track record of developing and implementing planning documents;
- Strong communication skills;
- Attention to detail;
- Thrives working independently as well as collaboratively;
- Demonstrated creativity and innovation to solve challenges;
- Management and supervision skills;
- Graphic design skills and experience are an asset;
- Ability to schlep, including being able to lift heavy items and having a valid driver's license and access to a vehicle is an asset.

How to apply:

Please send your cover letter and resume to [hiring@shoresh.ca](mailto: hiring@shoresh.ca) by Sunday, March 31, 2024.

Attachments must be labeled with the applicant's full name. In your cover letter, please address the following questions:

1. What interests you most about this position?
2. Based on the qualifications, why are you a strong candidate?
3. What excites you about Shoresh's mission?

Our sincere appreciation to all those expressing interest in this position, however, only those applicants invited for an interview will be contacted.

Systemic inequalities in hiring have caused women, people of color, LGBTQIA+ folks, and other structurally marginalized group to apply to jobs only if they meet 100% of the qualifications. We

encourage you to break that statistic and apply. We will endeavor to offer accommodations on request for all aspects of the selection process.

Note: Our office is currently located up one flight of stairs. We recognize that this makes the space inaccessible to some potential candidates. Please reach out if you have any further questions.