



Job Title: Fundraising and Communication Officer

Start date: ASAP

Location: PICS Head Office, Surrey

Hours: 35 hours a week

Progressive Intercultural Community Services (PICS) Society is a registered non-profit organization that has been serving the community since 1987. PICS Society provides a broad spectrum of programs and services which includes Employment Programs, Settlement Services, Language Services, Social Programs and Housing Services. Our services assist new immigrants, seniors, women and youth.

To our regular full-time (160+) employees, we provide a competitive wage, paid health and dental benefit plan, paid sick days, Municipal Pension Plan, an inclusive and friendly team-oriented work environment, and an opportunity to serve the community.

The Fundraising and Communications Officer will drive the fundraising activities for the PICS Diversity Village project through personal and corporate donations, selling naming rights for different sections of the proposed facility, marketing, stewardship, and promoting to community groups, individuals and the corporate sector. PICS Diversity Village is a culturally-sensitive “complex care” or “long term care” facility that will meet the needs of seniors who require the support of full nursing services. The estimated cost of this project is approximately \$50 million. BC Housing has committed to provide the project development financing, subject to approval of the project from Fraser Health. PICS is expected to raise at least \$5 million over the next three years to support the development of the project.

As well, The Fundraising and Communications Officer is accountable for coordinating matters related to communications across the organization. The successful incumbent will conduct effective community relations and public consultation programs and initiatives to ensure maximum awareness, understanding and acceptance by the community, partners, stakeholders, governments, regulatory agencies, interest groups and the public.

Fundraising Responsibilities: (80%)

- Develops and implements a strategy for carrying out the fundraising activities and maximizing donations for the PICS Diversity Village Project
- Identifies potential contacts and outreaches to potential supporters including direct solicitation of interest from target supporters for naming rights for different sections of the proposed facility
- Prepares, promotes and coordinates fundraising events and activities, including dinner galas and radiothons, and arrange sponsors for the fundraising events
- Develops and prepares promotional materials to raise awareness of PICS Diversity Village project
- Identifies new prospects from outside the current donor pool, cultivates those relationships and identifies gift opportunities that match the donor interest, makes recommendations on prospective sources of funding and fundraising and secures major gifts from these prospects
- Proactively explores options for identifying major donor prospects and participate in donor/prospect cultivation, solicitation, networking (events) and stewardship activities, especially targeting the corporate sector

- Plans and organizes meet and greet events with different groups of professionals and businesses to solicit donations and sponsorships
- Attends various networking events in the community to develop and nurture new connections
- Actively goes door-to-door to visit local businesses to seek donations

Communication Responsibilities: (20%)

- Develops communication strategies, plans and functions such as internet-based communications and social media
- Manages the society's internal and external communications and provides communication guidance, advice, and support to management and program leaders
- Ensures quality control with respect to issues such as brand management, writing and editing
- Under the direction of the CEO, writes, edits and enhances communications-related documentation as required with external stakeholders to ensure a consistent, concise platform of messaging is achieved
- Manages the Society's website, social networking accounts and Internal/External newsletter(s)
- Manages web site maintenance, administration and support
- Ensures all media and website designs adhere to and evolve with the Society's brand, establishing style guidelines and best practices
- Documents and records events and functions, including photographing and filming of Society's events and functions.
- Organizes Media events and community appearances; prepares inbound and outbound communications, including PSAs, media releases, advertisements and newsletters
- Handles various social media platforms of the organization (Facebook, Twitter, Instagram etc.)

Requirements

- University degree in a related field such as communications, public policy and public administration, or an equivalent combination of education and considerable related experience (training and courses in public, media relations and fundraising)
- Experience working in a public relations or communications environment, including previous experience working with the media, event planning, and organizing fundraisers
- Excellent Public Speaking and Presentation skills.
- Comfort in engaging in cultivation, solicitation and stewardship of corporate donors and sponsors.
- Experience with using social media platforms as communication tools for fundraising, communications, and promotions
- Experience managing an organizations website and website content
- Demonstrable social networking experience and social analytics tools knowledge
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Graphic design experience
- Software skills: experience with WordPress, Microsoft Office Suite, Adobe Photoshop and illustrator (Creative Suite)
- Experience working with the South Asian community and South Asian media is an asset
- Ability and willingness to travel throughout the Lower Mainland and Fraser Valley
- Ability to work a flexible schedule; including evenings and weekends

- Valid driver's license and own reliable vehicle insured for business use and \$2 million liability
- Clean Criminal Record Check (Vulnerable Sector)

How to Apply: Please submit a resume and cover letter, stating salary expectations, to PICS HR Department at career@pics.bc.ca. Please use the job title as the email subject.

Closing Date: December 6, 2019

(PICS is an equal opportunity employer. We thank all who apply, but only applicants selected for an interview will be contacted. No phone calls please.)