



Immigrant and Refugee
Community Organization of Manitoba

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Senior Fundraising and Marketing Strategist

Full-Time (37.5 hours/week) Permanent Position

ABOUT IRCOM: IRCOM provides a warm, inclusive, and dynamic work environment dedicated to the successful settlement of newcomer families. We are deeply committed to diversity, staff wellness, and meaningful engagement with Truth and Reconciliation. Join our passionate team and experience the reward of making a tangible difference in our community.

WHAT IRCOM OFFERS:

- A supportive family-friendly workplace
- Comprehensive benefits package
- Commitment to staff wellness and professional development
- A place where you can make a difference and feel the rewards of your work on a daily basis

CANDIDATE PROFILE: The ideal candidate for the Senior Fundraising and Marketing Strategist role is a dynamic and seasoned professional with proven senior-level experience in fundraising and marketing within the non-profit sector. They bring a deep commitment to IRCOM's mission and a genuine belief in the strengths and contributions of newcomers to our society. They must not be hesitant about working in, and helping Winnipeg's inner-city thrive. With a positive, optimistic, and energetic approach, they embody a can-do attitude and a "glass half full" mindset, even when navigating the resource and space constraints typical of busy non-profit environments. This individual thrives in diverse, cross-cultural settings, is open to continuous learning, and demonstrates high emotional intelligence. They are warm, approachable, and able to motivate and engage board members, community volunteers, front-line staff and managers in fundraising efforts. Self-directed and extremely resourceful, they are not only strategic but also hands-on, willing to work "on the floor" as well as "in the boardroom," to meet fundraising goals. Above all, they are an excellent problem-solver who brings creativity, resilience, and a collaborative spirit to everything they do.

POSITION PURPOSE AND SUMMARY:

The **Senior Fundraising and Marketing Strategist (SFMS)** is responsible for greatly enhancing IRCOM's fundraising capacity. The SFMS provides strategic and tactical leadership in the creation and implementation of IRCOM's fundraising initiatives. You will drive the organization's fundraising growth, foster donor relationships, oversee events, strengthen marketing and communications, and collaborate closely with senior leadership, board members, and cross-departmental teams. The focal point of your role is to meet IRCOM's annual fundraising goals and objectives.

With the supervision and support of the Executive Director (ED), the **Senior Fundraising and Marketing Strategist (SFMS)** is responsible for the following:

DUTIES AND RESPONSIBILITIES

LEADERSHIP AND FUNDRAISING (30%)

- Lead and execute strategic fundraising plans and objectives: donor cultivation, prospecting, donor recognition, stewardship and engagement strategies, activities, programs, and long-term goals to ensure a consistent donor experience and contribution to revenue growth
- Provide strategic guidance to the Board of Directors, Board Fundraising Committee, Executive Director, and members of the Senior Management Team

- In collaboration with the leadership team, advise and shape discussions and decisions to promote integration of development and marketing related activities at various levels of the organization
- Develop collaborative relationships with other departments to ensure fundraising activities are delivered smoothly, effectively, and meet expected outcomes
- Create a fundraising organizational structure to ensure volunteer and staff resources are deployed to maximize results
- Evaluate and analyze past performance of fundraising efforts, continuing to build on strengths and addressing areas of opportunity
- Ensure the Case for Support is current, compelling and aligned with IRCOM's strategic direction

DONOR RELATIONS (20%)

- Provide strategic direction and leadership for the development of recognition, stewardship, and engagement strategies for donors and sponsors
- Lead cultivation and stewardship strategies to advance relationships with the largest corporate and individual donors and sponsors, in partnership with key relationship managers
- Ensure gift acknowledgment and receipts follow best practices; maintain compliance with Canada Revenue Agency guidelines
- Commit and maintain confidentiality and ensure a high degree of accuracy in donor records
- Ensure donor prospect research is an integral part of the fund development plan

PROCESS AND ACTIVITIES (20%)

- Work with staff to develop and manage timelines for fundraising activities, ensuring plans and essential fundraising processes are carried out in a timely manner
- Oversee the preparation and submission of certain grant applications to community and private foundations, in coordination with existing grant-writing processes and goals
- Oversee the planning and execution of special fundraising events
- Identify and develop corporate and individual prospects for the fundraising priorities of the organization
- Provide oversight to external consultants engaged to execute fundraising activities
- Maintain policies and procedures for ethical fundraising practices
- Track and monitor fundraising activities and dollars to ensure fundraising goals are being achieved
- Regularly monitor activities, revenue, expenditures, and manage issues as needed

MARKETING AND COMMUNICATIONS (20%)

- Foster a culture of philanthropy within the organization by creating supporter-centered communications and engaging diverse audiences
- Ensure a marketing and communications plan exists to promote the organization to new and existing donors, aligned with organizational and provincial priorities
- Develop and implement a social media strategy utilizing analytic tools to measure the effectiveness of digital campaigns and incorporate data into decision-making
- Lead efforts to maximize public awareness of the fundraising activities of the organization through strategic communications and storytelling
- Create, support, and oversee the design, printing, and distribution of marketing and communications materials including written content such as stories, media releases, newsletters, and promotional collateral for fundraising efforts
- Work with sensitivity in a diverse cultural context, synthesizing information, managing deadlines, and incorporating input from various stakeholders

OTHER DUTIES (10%)

- Develop the annual revenue and expenditure budget for the department for approval
- With the Director of Finance and Administration, set annual fundraising targets for contributed revenue
- Keep abreast of philanthropic trends locally and nationally
- Other duties as assigned

REQUIRED QUALIFICATIONS

- Post-secondary degree or diploma in Marketing, Communication, Business, Management, Communications, or equivalent combination of education and related experience
- Minimum 5 years of senior-level experience in fundraising, including prospect research, donor stewardship, donor communications, and advancement operations
- Demonstrated experience working in the non-profit sector
- Experience working with major gift donors and sponsors
- Demonstrated success building donor stewardship and engagement programs, protocols, policies and processes
- Ability to work effectively with Board of Directors and committees; proven track record in cultivating and maintaining relationships with volunteers and donors
- Experience coaching and mentoring staff and volunteers in fundraising approaches, best practices
- Proficient in the use of fundraising software and database management; proficient with Microsoft 365
- Exceptional oral and written communication skills, with experience writing for diverse audiences across print, web, and digital platforms, and a strong understanding of fundraising and stewardship communication
- Experience creating and managing communication plans and projects
- Working knowledge of Adobe Creative Suite (Photoshop, InDesign)
- Strong interpersonal, analytical, and problem-solving skills to build positive relationships with internal and external stakeholders
- Must possess a valid Manitoba Drivers' License
- Strong strategic, analytical and problem-solving skills
- Maintain a clear Criminal Record and Child Abuse Registry Check
- Demonstrate the qualities and values IRCOM seeks for all our staff (see <http://www.ircom.ca/about-us/work-here>)

DESIRED QUALIFICATIONS

- CFRE designation (asset)
- Member of the Association of Fundraising Professionals and adherence to its Code of Ethics strongly preferred
- Knowledge of the non-profit sector, in particular the settlement sector
- Experience working with newcomer refugee communities and in a diverse workplace
- Intermediate to advanced knowledge of social media content creation, photography, videography, video editing, and graphic design what kind of

WORKING CONDITIONS:

This position requires face-to-face and virtual discussions with individuals and teams, with a collaborative work style. The **Senior Fundraising and Marketing Strategist** makes independent decisions, determines tasks, priorities, goals, and activities to achieve fundraising goals. The position includes regular use of a computer and phone, management of a high rate of information flow digitally and in

person, and frequent participation in and coordination of meetings internally and externally. Some travel required.

WORK LOCATION AND SCHEDULE: The **Senior Fundraising and Marketing Strategist** will work out of all IRCOM programming sites. This is a full-time, 37.5 hours per week permanent position. Flexible scheduling may be available, depending on role requirements and organizational needs. Office hours are generally 9 a.m. to 5 p.m., Monday to Friday. In the first 6 months, most work will be in-person, with an assessment of moving towards hybrid work, after that point. Occasional evening or weekend hours will be required.

Wage: \$40.24 - \$45.32 per hour

Benefits: Comprehensive benefits package with extended health, dental, LTD, Life and AD&D insurance
Paid professional development opportunities
Paid time to sit on a relevant community board
Paid sick and discretionary time, 3 flexible statutory holidays/year
Paid winter shut down
Registered Retirement Savings Plan contributions after 1st year
Collaborative, family-friendly and supportive working environment

APPLICATION PROCESS: All applicants must be legally entitled to work in Canada.

IRCOM seeks to reflect the communities it serves. We are committed to providing an inclusive, accessible, respectful workplace that strives for employment equity. Interested applicants can identify themselves as belonging to any under-represented groups including women, Indigenous peoples, racialized peoples, and/or persons with a disability.

To apply please send a cover letter and résumé to the following, and please indicate clearly how you meet the qualifications.

**Review of applications will begin on October 20, 2025
and continue until the position has been filled.**

HR - Selection Committee: hr@ircom.ca

We thank all applicants for their interest. Only those advancing in the selection process will be contacted. If you require accommodation at any stage of the hiring process (including alternate formats of materials, accessible meeting rooms or other accommodation), please let us know and we will work with you to meet your needs (hr@ircom.ca).