



Position: Fundraising/Promotion Manager

Reports to: Director

Term: Full-time Contract

Salary: Commensurate with experience

Contact: Rosa Schirripa, Vice President, vice-president@radiomaria.ca

### **Job Summary**

Radio Maria Canada is looking for a self-starting Fundraising/Promotion Manager to develop and implement promotional and fundraising events, grow listenership, retain existing donors and acquire new ones. Must support the vision of Radio Maria Canada.

### **Key Responsibilities/Abilities**

- Create, develop and execute promotional/fundraising initiatives
- Manage donor relationships and create new relationships with the Catholic community
- Design and produce marketing material
- Identify and recruit volunteers for initiatives, assign tasks and monitor progress
- Coordinate and train volunteers to support events
- Conduct research and use internal database to identify opportunities for growth
- Analyze audience metrics and feedback
- Work with internal departments to compile and distribute financial results, project reports and statistical information
- Plan and host social events

### **Qualifications & Skills**

- Degree in marketing, business administration, communication or related fields
- Proven multi-year experience in promotion and fundraising, preferably in the non-profit sector
- Understanding of the Catholic Church, its tenets and culture
- Identify the needs of Radio Maria Canada and thereby establish the critical stages of the planned programs to be implemented
- Exceptional communication and interpersonal skills
- Excellent organizational and decision-making skills, ability to set priorities, work under pressure and maintain effective record-keeping systems

### **Specific Skills**

- Available to travel (driver's license required)
- Ability to work some evenings and weekends
- Good knowledge of Microsoft programs and desirable graphic design package
- Working knowledge of Marketing software would be an asset
- Proficiency in English and knowledge of Italian verbal and written, some Spanish
- Creativity/Delegating/Teamwork/Adaptability/Social Media Management