



PEER TO PEER FUNDRAISING ADVISOR

The Douglas Institute Foundation

The mission of the Foundation is to finance the development of the Douglas Institute and its Research Centre. Areas of support include patient care, research in neuroscience and mental health, education and training.

General Responsibilities

The peer-to-peer fundraising advisor reports to the Executive Director. He/She is responsible for the success and the revenue growth of the Défi Douglas Group Copley through soliciting sponsors and recruiting new partners and participants.

Specific Responsibilities

1. Design and implement a participant recruitment strategy for the Défi Douglas Groupe Copley.
2. Design and implement a support plan, both athletic and fundraising, to ensure that participants achieve their goals.
3. Participate in the development of a communications and promotional plan for specialized media and ensure its implementation in a timely fashion.
4. Participate in the implementation of the Défi Douglas digital strategy and ensure the quality, consistency and relevance of the microsite (or web page) and social media content in both official languages.
5. Initiate and support engaging and motivating activities for groups of participants who want to train or organize fundraising activities.
6. Actively participate in meetings of the organizing committee and other working groups.
7. Ensure good communication and collaboration with the organization of the Triathlon de Verdun.
8. Propose and carry out activities in the Foundation's tent on the day of the event to maximize participants' experience.

Skills and Profiles Sought

- Undergraduate degree in Communications, Marketing, Exercise Science or other relevant discipline
- Five years of relevant work experience in a sports organization and volunteer engagement
- Proficiency in French and English (written and oral)
- Strong oral and written communication skills and ability to adapt the content of the message to target audiences.
- Proven experience using video, the web, social media and various promotional strategies
- Demonstrated ability to manage and complete multiple tasks, prioritize requests and deliver on tight deadlines in a complex and changing environment
- Creativity, dynamism, versatility, resourcefulness, sense of organization, diplomacy
- Availability to work outside the regular schedule (occasionally)

Working Conditions

Temporary full-time position (8 months)

Salary to be discussed according to experience

Starting date: January 2018

Please send your resume to: fondation@douglas.mcgill.ca