



# Opportunity Profile

DIRECTOR OF DEVELOPMENT &  
COMMUNICATIONS

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NELSON/KRAFT  
AND ASSOCIATES

# EXECUTIVE SUMMARY

Mission Services of London (MSL) is looking for a teamwork-oriented leader with networking skills to join their team as Director of Development & Communications.

The Director of Development & Communications is responsible for the development and implementation of Mission Services of London's fundraising and communications/PR strategy which secures revenue and increases awareness for the organization. You will oversee all aspects of Development & Communications Team programs such as annual and commemorative giving, special events, middle and monthly giving, major gifts, grants, legacy giving, advocacy, marketing, website and database oversight, and gift processing.

If you are a business savvy and collaborative leader with passions and values that align with Mission Services of London, we would love to connect!





# OUR STORY



Whether it's providing emergency shelter for an individual or family, or caring for those with mental health needs, Mission Services of London (MSL) is there with a message of hope through faith. MSL is a Christian faith-based social service agency with a focus on serving those who struggle with poverty, addictions, mental illness and homelessness. They provide food, shelter, clothing, crisis intervention, shelter diversion and more.

Mission Services of London opened its doors in January 1951 when fourteen Mennonite families purchased and renovated a home at 536 Talbot Street to provide shelter, food and care for men experiencing homelessness.

Since that time, MSL has helped thousands of people of all ages and backgrounds. Today they operate:

- Community Mental Health Programs - outreach services
- Men's Mission - an emergency shelter
- Mission Store - a social enterprise
- Quintin Warner House - an addiction treatment centre
- Rotholme Family Shelter - an emergency shelter

Many men and women tell how their lives have been changed significantly as a result of the love, care and respect they received from MSL during difficult periods of their lives. A little help can make a great deal of difference.

To learn more about the work of MSL, visit their [website](#).



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## OUR VISION

That all people are accepted, valued, and can thrive in a caring community.

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## OUR MISSION

We actively respond to people experiencing need, affirm human dignity, and inspire hope.

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## OUR VALUES

- compassion
- hope
- integrity
- diligence

...are grounded in faith

# KEY RESPONSIBILITIES

- Develop fundraising and communications/PR strategies; oversee all aspects of Development & Communications Team programs such as annual giving (including direct marketing, events, middle and monthly giving); major gifts including grants; legacy giving; advocacy; communications (including website) and PR; and gift processing (including donation database).
- Create fundraising and communications/PR goals and budgets; hold Development & Communications Team accountable to these goals and budgets.
- Strategize and implement work plans that achieve the successful cultivation, solicitation and stewardship of donations to both MSL and MSL Foundation, as well as building of awareness/advocacy around MSL's services.
- Identify and qualify new donors, and organize initiatives to solicit/secure funding as appropriate.
- Work jointly with MSL Branches to assess funding needs and develop yearly and long-term fundraising plans.
- Produce regular progress reports for the Senior Leadership Team, as well as MSL and MSL Foundation Board of Directors.
- Review MSL's and MSL Foundation's existing fundraising and communications/PR programs on a regular basis; research and assess the feasibility of new or refined methods of generating income and awareness.





- Develop and oversee the maintenance of effective systems to support the fundraising and communications/PR functions (this may involve liaising with other teams such as Finance and Reception).
- Maintain an awareness of the work done throughout MSL via effective communication with other managers and staff groups.
- Provide high-quality line management and support to the Development & Communications Team. This includes mentoring, coaching, establishing mutually agreed upon goals, and conducting probationary and annual performance evaluations.
- Attend meetings of Board of Directors, Board or other Committees and MSL Foundation, as well as regular meetings with the Executive Director and the Senior Leadership Team as required.
- Support the work of the MSL and MSL Foundation Boards as appropriate/required.
- Participate in MSL's and MSL Foundation's strategic planning process as required.
- Engage with the media as a designated MSL spokesperson as appropriate.
- Engage in the cultivation, solicitation and stewardship of donors to MSL and MSL Foundation, including personally soliciting major and legacy donations and maintaining an assigned prospect portfolio for moves management.
- Craft proposal and stewardship reports or other written communications as necessary.

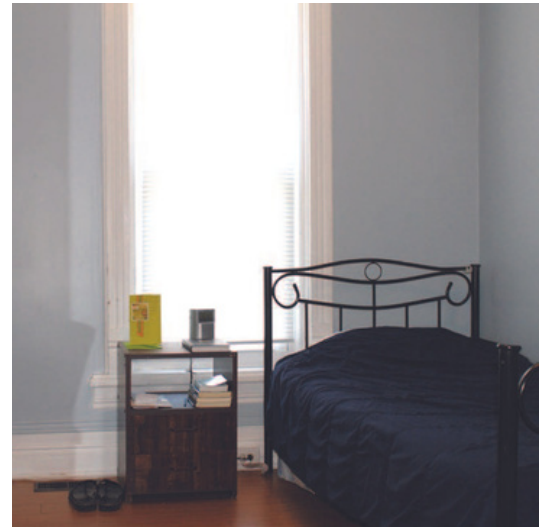


- Manage external consultants or vendors during projects or ongoing programs as appropriate (e.g. direct marketing firm, legacy giving consulting firm, etc.), and engagement in RFP tenders for aspects relevant to the Development & Communications Team.
- Negotiate, review and sign contracts relevant to the work of the Development & Communications Team as needed.
- Research and create policies relevant to the Development & Communications Team as necessary, and engage in the risk management and accreditation initiatives at MSL.



## Fundraising and Finance

- In conjunction with the Executive Director and the Senior Leadership Team, create a fundraising budget to meet organizational goals and objectives.
- Measure and monitor progress of all fundraising initiatives to ensure compliance with budget requirements.



# QUALIFICATIONS

## Education

- University degree in Business Administration, Nonprofit Management or other related discipline.

## Experience

- 5-8 years of fund development experience.

## Skills and Alignment

- Confident, articulate business communicator.
- Exceptional interpersonal and collaboration skills.
- Results oriented, highly motivated toward achievement and surpassing prior goals.
- Effective in balancing empathy with professionalism.
- Excellent oral and written communication skills.
- Fully literate in Word, Excel, PowerPoint, social media, videoconferencing (e.g. Teams or Zoom) and fundraising database programs (Salesforce experience is an asset).
- High level of sound and independent judgment, reasoning and discretion.
- Professional, responsive and positive work attitude.
- Resourceful, motivated and energetic.



# QUALIFICATIONS CONTINUED

- Outgoing, inclusive and welcoming in nature.
- Agreement with the Statement of Faith and the ability to model the Vision, Mission and Values of MSL.

## **Problem Solving/Judgment**

- Daily prioritization of responsibilities in order to meet deadlines.
- Discreet in handling confidential or sensitive information; knowledge of applicable data privacy laws.
- Able to make timely, informed decisions that take into account facts, goals, constraints and risks.
- Able to see the big, long-range picture. Align direction, products, services and performance with organization.
- Able to resolve difficult and complicated challenges with poise.

# OUR SEARCH TEAM



**JEFF PITCHFORD**  
LEADING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.

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647.409.2922



**KEITH KNIGHT**  
SUPPORTING THE SEARCH

Keith has a long career in leadership development, communications and marketing. Over the past decade he served as Executive Director of the Canadian Christian Business Federation, a national network of Christian business and professional leaders. He inherited a small group of business leaders consisting of seven chapters in southern Ontario and grew the organization into a national network of 70 chapters with a database of 6,500 business and professional leaders, including about 80 Christian non-profits. He thrives on relationship-building, discovering organizational and individual needs.

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519.831.5765



**RYAN FERNANDES**  
SUPPORTING THE SEARCH

Ryan brings over 15 years of progressive financial, people and global leadership experience across a broad spectrum of Fortune 500, private equity and private businesses ranging from CPG, automotive, food and beverage, and supplements. Having been both a candidate and a hiring manager with several executive recruiters, Ryan has the perspective to help a client clearly articulate their needs and wants as well as identifying a candidate who will excel in the role.

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# ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline for this search:

**Location:** London, ON

**Application Deadline:** December 9, 2022

**Short List Interviews:** late December/early January

**Hire Date:** January 2023

## HOW TO APPLY

Forward your resume and cover letter to [info@nelsonandkraft.com](mailto:info@nelsonandkraft.com).

To obtain a complete Opportunity Profile, please visit our [website](#).

Nelson/Kraft & Associates Inc. is an executive search firm specializing in the recruitment of executive management and fundraising personnel in the charitable sector. We work with a diverse group of not-for-profit organizations through the connection of colleagues in Vancouver, Calgary, Winnipeg, and Toronto.

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