

DIRECTOR, MARKET DEVELOPMENT

Reports to: City Chair and National Director of Market Development

Position Summary:

The Director, Market Development is responsible for recruiting, engaging, and stewarding fundraisers that use do-it-yourself (DIY) fundraising platforms: Fundraise My Way and Walk in Your Community. The Director, Market Development will encourage independent fundraising activities which allow participants to raise funds in a way that aligns with their personal interests and support the expansion of small walks in new cities.

Duties and Responsibilities:

Fundraise My Way –

Working in collaboration with the Director, Individual and Community Fundraising, Director, Youth Engagement, and Director, Corporate Engagement for Workplace Teams to:

- Research, identify and promote unique DIY fundraising activities to prospective and existing fundraisers
- Promote the *Fundraise My Way* toolkit to prospective and existing fundraisers
- Support fundraisers with tools and marketing materials to successfully host DIY fundraising activities
- Guide fundraisers to accurately record and submit DIY net proceeds using the methods available
- Collaborate with the Marketing and Communications Director to capture fundraiser and DIY stories for stewardship and marketing purposes
- Track and share DIY activities with other Walk city teams and AKFC.

Walk in Your Community –

Working in collaboration with the City Chair to:

- Identify prospective *Walk in Your Community* hosts with support from the City Chair and National Director, Market Development
- Leverage personal and professional connections, networks, and circles of influence to drive engagement and growth in surrounding areas
- Engage prospects through introductory meetings around the *Walk in Your Community* program
- Promote the *Walk in Your Community* toolkit, particularly the Host's Guide, to prospects
- Track communications and touchpoints with *Walk in Your Community* prospects.

Other –

- Participate in national best practice sharing
- Work in close collaboration with National Director, Market Development and AKFC team to execute the Market Development strategy.

Knowledge and Skills:

- Strong relationship management and interpersonal skills
- Exceptional communication skills
- Creative thinker with a passion for fundraising and storytelling
- Experience and willingness to collaborate with other team members to achieve targets

- Understanding of international development and experience with volunteer driven fundraising events.

Time Commitment:

This volunteer position is for an appointment of one year with an option to extend to two years.

- January-June: 4-7 hours per week
- July-December: 8 hours per month

How to Apply:

- Please submit your resume via e-mail to: volunteer.toronto@worldpartnershipwalk.com indicating "Market Development Director" in the subject line. Only shortlisted candidates will be contacted.