




**SYSTEMIC
OPPORTUNITY**
can change lives.

Opportunity Changes Everything  Boys & Girls Clubs

Director, Corporate Engagement Position Brief



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FOR MORE INFORMATION

BGC Canada is working with KCI Search + Talent to recruit talented candidates for this important position. For more information about this exciting opportunity, please contact **Tara George, Partner / Lead, KCI Search + Talent** by email at BGCC@kcitalent.com.

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest, to the email address listed above by **April 26, 2021**.

The maximum salary for this position is \$135,000. Comprehensive benefits are also provided.

BGC Canada is committed to providing an inclusive workplace that embraces diversity, values differences and supports the full participation of all employees. We offer accommodations to applicants with disabilities throughout our hiring process, upon request.

More information about BGC Canada is available at www.bgccan.com.

Our office is located in Toronto, at Sheppard Avenue East and Highway 404. We are exploring post-COVID office and work scenarios with the potential for a combination of remote and in office work models.





Director, Corporate Engagement Boys & Girls Clubs of Canada

THE OPPORTUNITY

[BGC Canada](#) (formerly Boys & Girls Clubs of Canada) is seeking a new **Director, Corporate Engagement** to help expand and increase the impact of our corporate partnership program. This is an opportunity to play a central role in a growing organization that supports the development and achievement of children and youth across Canada.



Reporting to the Vice President, Marketing & Development, the Director, Corporate Engagement will work in partnership to secure support from major corporations, lead the execution of partnership agreements, and take an active role in collaborating with a variety of internal and external stakeholders to support all fundraising efforts to further the mission of BGC Clubs across the country.

In association with a small team, the Director will plan and implement an aggressive fundraising program with major corporations with a strong focus on cause-related marketing alliances from new corporate prospects. The Director, Corporate Engagement will work closely with the Vice President and the team to secure major corporate partnerships for programs, events, consumer campaigns and other revenue generation activities to further the BGC Canada's mission, national profile, and strategic goals. In addition, the Director will be the central hub in ensuring all agreements are executed flawlessly.

Working in a highly collaborative and results-oriented environment, the Director will ensure there is open and transparent communication of goals, responsibilities, and outcomes between all parties. The Director will develop and maintain tracking systems and processes to ensure deadlines are met, and lead stewardship efforts to communicate and demonstrate program impact to stakeholders.

Another important aspect of the work will be stewarding relationships with BGC Foundation Board members, donors, and other stakeholders. The Director, Corporate Engagement will actively support the Foundation's fundraising efforts.

ABOUT BGC Canada

Community-based services. Positive relationships. Life-changing programs. As Canada's largest child- and youth-serving charitable organization, BGC Canada provides vital programs and services to over 200,000 young people in 775 communities across Canada.

We provide safe, supportive places where all kids and teens, of all backgrounds, can experience new opportunities, overcome barriers, and develop confidence and skills for life. From anti-racism to Reconciliation to LGBTQ2S+, food security to scholarships to job readiness, our Clubs battle systemic issues with systemic solutions—equity, acceptance, support, opportunity. BGC Canada is about [Systemic Opportunity](#).

And it works. 69% of alumni say a Club saved their life. We've proven that we can help increase academic performance and decrease risky behaviours. The kids and teens we serve tell us that we've helped them feel more confident, get along better with others, and make better choices for themselves.

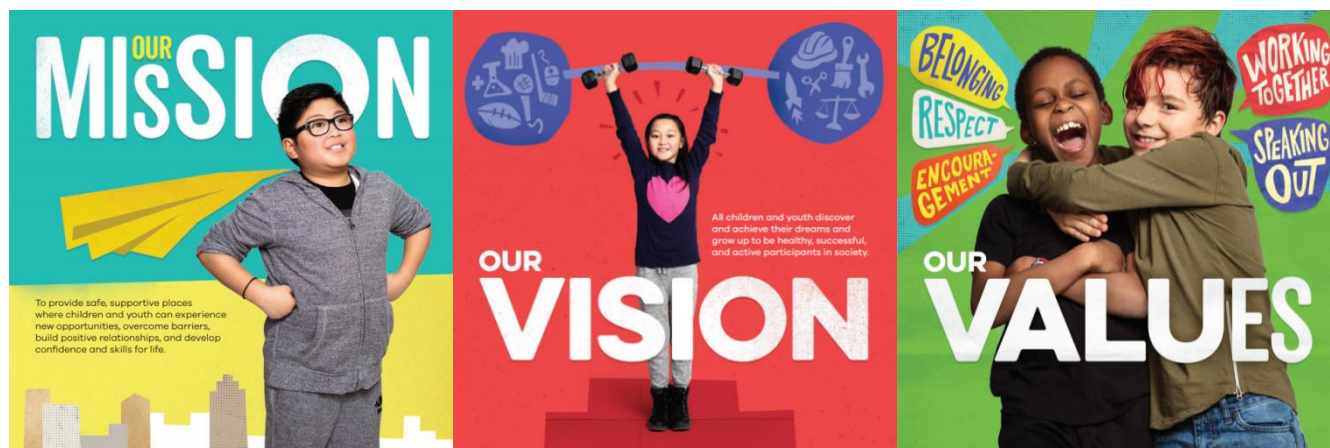
Opportunity Changes Everything is our rallying cry and the foundation of BGC Canada's rebranding. It embodies our goals:

- To become known as Canada's leading champion of children and youth—corporations, communities, and families will look to us first to understand what children and youth need to thrive today and in the future.
- To provide more children and youth with a third place between the realities of home life and the pressures of school—a place of positivity and belonging where they can play, create, and learn what it takes to become their best selves.
- To nurture Canada's next generation—we see great potential in today's youth to make a real difference in our communities and our country and we will help them develop what they need to make positive change.

Our almost 7,000 trained and dedicated full- and part-time staff and 16,000 community volunteers are motivated by the BGC vision that all children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society. Our programs and services help them realize positive outcomes in self-expression, academics, healthy living, physical activity, mental health, leadership, and more. Club fees are affordable and are subsidized or waived for families that can't afford them.

BGC Canada's national team provides Clubs with programs, communications, and resource development, and increases both staff and volunteer capacity with leadership development and national forums for collaboration. We are a fully bilingual organization.

If a young person needs it, BGC Clubs provide it.



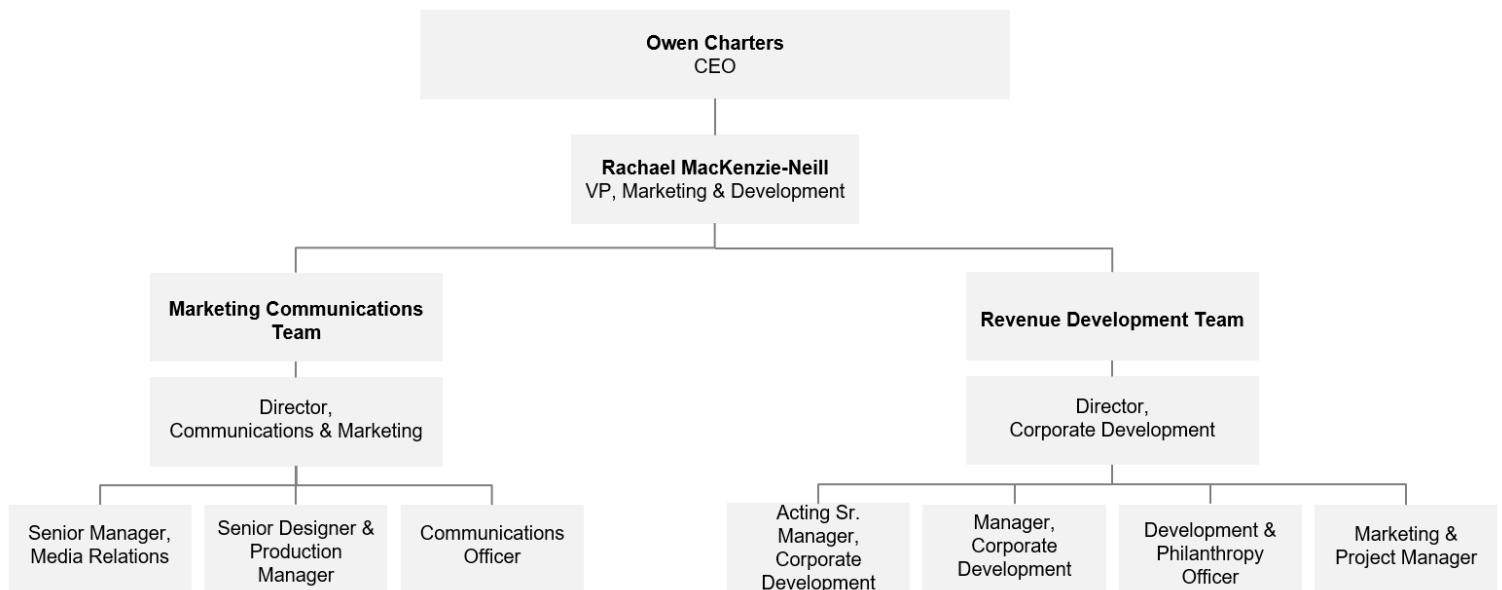
MARKETING & DEVELOPMENT AT BGC CANADA

BGC Canada’s annual fundraising target is approximately \$16 million – the vast majority coming from donations and sponsorships from corporate partners, with some support from government and individual donors. Over the next three years, the national development team has ambitious targets to significantly grow revenue. In addition, BGC Canada is about to launch a new branding campaign and identity, which will increase brand presence and understanding of BGC’s impact, helping local Clubs in their own fundraising efforts.

The combined Marketing & Development team consists of 10 members, with five focused specifically on Revenue Development. This role is responsible for the management and development of four staff.

This role is also responsible for working closely with the BGC Foundation, a board that focuses on a variety of fundraising initiatives, with a focus on growing relationships and revenue through major gifts, annual giving, and capital/special campaigns. The Director, Corporate Development will focus on broadening and deepening relationships with individual prospects, donors, and trustees to build new revenue streams to help BGC and BGC Foundation ensure that BGC Canada will play a vital role in building brighter futures for Canadian children and youth – now and for generations to come.

MARKETING & DEVELOPMENT ORGANIZATIONAL CHART



THE IDEAL CANDIDATE

The ideal candidate will be creative, energetic, and enthusiastic to play a key role on a dynamic team to help drive revenue generation and elevate BGC Canada's fundraising to the next level.

Engaging and warm, the Director, Corporate Engagement will have significant experience with the full spectrum of corporate partnerships from sponsorship to cause marketing to employee engagement, as well as deep knowledge of philanthropic fundraising principles and best practices. The successful candidate will be adept at recognizing and seizing funding opportunities that align to BGC Canada's mission and objectives and will enjoy spending significant face-to-face time managing existing relationships and cultivating new prospects.



Diplomatic and able to navigate complex relationships, the Director will be comfortable as the center of all activities related to the activation of corporate partnerships. The new incumbent will be a goal-oriented team builder and team player with a very collaborative and customer service-oriented spirit. Possessing integrity and a high degree of emotional intelligence, the ideal candidate will build trust and rapport with corporate partners, senior volunteers, and colleagues.

The successful candidate will use clear and open communication to offer expert guidance, support, and coaching in order to maximize the fundraising abilities of a diverse range of local Clubs across the country. Working together with program and communications staff, the Director will interpret the dreams and wishes of the mission side of the organization into inspiring and compelling stories to present to prospective donors.

Deadline and systems driven, the successful candidate will be both a strategist and tactical implementer, ensuring the planning, execution, and resource distribution for fulfilling partner agreements are conducted in a timely manner to meet milestones. Possessing significant project management experience and a demonstrated capacity to manage multiple projects with competing deadlines, the Director will be a proactive trouble-shooter with a solid background in managing myriad logistics for complex, multi-party agreements and have a high level of attention to detail and accuracy.



The ideal candidate will demonstrate a strong stewardship orientation and utilize significant knowledge of the role stewardship plays in deepening engagement to develop and implement a strong plan for reporting impact across the organization. In addition to possessing expertise in the implementation and reporting processes for partnerships, the Director will have substantial demonstrated success in personally cultivating and soliciting a portfolio of corporate prospects.

KEY AREAS OF RESPONSIBILITY

- Cultivate and maintain relationships with prospective and current community corporate partners, their representatives and decision makers.
- Ensure corporate partners are engaged and their channels for customer and employee engagement are maximized for revenue generation.
- Provide operational leadership to ensure the effective stewardship, and appropriate recognition of all donor and funding relationships.
- Identify, qualify, and maintain a national corporate partnership prospect list.
- Cultivate, solicit, and manage a portfolio of corporate partners and prospects.
- Work in collaboration with the communications and marketing team to ensure alignment of all messaging for promotion of consumer campaigns.
- Participate in the development of marketing and communication materials to support corporate partnerships and brand enhancement of BGC Canada
- Act as a liaison to member Clubs for knowledge sharing about fundraising principles and practices.
- Work with the Boards of both BGC Canada and the BGC Foundation, with particular focus on supporting the Foundation Directors in their fundraising efforts.
- Hire, supervise, mentor, and evaluate a small team focused on corporate engagement, providing positive and rewarding support, ensuring professional growth and ongoing learning.

KEY COMPETENCIES

- **Corporate and Cause Marketing Experience, including Sponsorship:** Demonstrated experience in securing and stewarding corporate partners.
- **Relationship Building and Collaboration:** Superior interpersonal skills to cultivate and engage corporate giving and sponsorships; engage the federation of BGC Canada affiliates in cause marketing campaigns and collaborates up, down and across the organization. Experience in a national organization preferred.
- **Customer Service Orientation:** Respond enthusiastically to requests for service; provides leadership in a team-based work environment.
- **Team Leader:** Manage and mentor with a demonstrated capacity to keep a team moving at a productive pace.
- **Communication:** Possess excellent verbal and written presentation skills to clearly and enthusiastically convey BGC mission, vision, and values and persuade others to support BGC.
- **Planning for Results:** Display proficiency in prioritizing tasks, building, and managing plans and budgets to develop and execute fundraising strategies.
- **Judgement & Decision-Making:** Exercise considerable judgment in understanding donor motivations and intentions and recommend courses of action within the context of fundraising guidelines to the Vice President, Marketing & Development.
- **CRM:** Strong understanding of and experience working with Salesforce preferred
- **Bilingual:** Professional competency in French is an asset but not a requirement.
- **Travel:** Able to travel in the Toronto area and occasionally outside the GTA.

LEADERSHIP BIOGRAPHIES

Owen Charters

President & CEO, Boys & Girls Clubs of Canada



Owen is inspired by the amazing staff and members of each Boys and Girls Club, who often face their own challenges but create a world of possibilities for the next generation. He believes the work of our Clubs are vital and our story needs to be told, to give each and every child and youth that passes through our doors the opportunity to grow and build on their ambitions. While he doesn't get to work directly with kids on a day-to-day basis anymore, he cherishes visits to Clubs and being in the middle of the activities, where you can sometimes hear his 'camp counsellor voice' in action.

Born in Toronto, raised in St. John's, Owen has worked with many non-profit organizations through his career, including youth-serving organizations like the YM-YWCA and Easter Seals. In executive leadership roles, he has focused on marketing and fundraising to raise the profile and grow the impact of various health charities and hospital foundations, and at CanadaHelps, to encourage technologically-enabled philanthropy.

A proponent of a strong, collective voice for the non-profit sector, Owen is a member of the Advisory Committee for the School for Advanced Studies in the Arts and Humanities at Western University and former chair of Imagine Canada. He holds a BA from the University of Western Ontario, and an MBA and a Graduate Diploma in Nonprofit Management, both from the Schulich School of Business, York University. He is also an adjunct member of York's faculty, lecturing at the MBA-level on nonprofit management.

Rachael MacKenzie-Neill

Vice President, Marketing & Development, BGCC



Rachael is thrilled to be part of a nonprofit organization that shares her belief in community-based change. Currently on the board of the North York Harvest Food Bank, she has always been engaged in community work, from local resident associations and park improvement committees to roles on professional boards, including Co-Chair of the Marketing Committee for The Juno Awards, President of The Ad Club of Toronto and, currently, member of the Canadian Marketing Association's Not-For-Profit Council.

Rachael has over 20 years of integrated marketing accomplishments across consumer and business sectors. During her time with organizations such as Scotiabank, CIBC, Rogers, Mr. Lube, and Coast Capital, she consistently generated return on investment and revenue growth through exceptional brand strategies, innovative digital marketing, and dynamic partnerships.

A Chartered Marketer with the Canadian Marketing Association, Rachael holds a BA in Communications from Simon Fraser University and teaches Integrated Marketing at George Brown. She is a proud mom of a 13-year-old daughter, who learned to swim at St. Alban's Boys and Girls Club in Toronto. And though she calls Toronto home, she originally hails from the West and has lived in 8 Canadian cities from coast to coast.