



JOB DESCRIPTION

National Training Centre (NTC) Campaign Coordinator

1.0 DESCRIPTION

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| 1.1 | ORGANIZATION: | Canadian Amateur Rowing Association
(Rowing Canada Aviron) |
| 1.2 | TITLE: | NTC Campaign Coordinator |
| 1.3 | JOB CATEGORY: | Part Time Professional (Employee) |
| 1.4 | IMMEDIATE SUPERVISOR: | Chief Executive Officer |

2.0 RESPONSIBILITIES AND DUTIES

2.1 GENERAL

Reporting to the Chief Executive Officer and working alongside Campaign Chairs, the NTC Campaign Coordinator will support the delivery of the NTC Campaign by ensuring it progresses with a high level of visibility and momentum that engenders a sense of excitement, optimism and confidence in achieving campaign goals. The NTC Campaign Coordinator will provide administrative and planning support to realize milestone goals of the campaign while adhering to established timelines.

The NTC Campaign Coordinator will support the development and maintenance of donor relationships, ensure gifts are well-managed and suitably recognized, oversee donor management software entries, and organize and provide administrative support for committee work and meetings in support of the overall campaign.

2.2 SPECIFIC

A. Donor Relations

- Provide support for initial outreach to prospective donors and subsequent follow-ups, including oversight of all arrangements for meetings.
- Coordinate site tours for prospective donors, committee members, partners, etc., including any initial preparation and follow-ups.

- Prepare information packages and meeting materials for all donor engagement initiatives.
- Fulfill all donor reporting expectations related to campaign progress and impact of their gift.
- Ensure gift appreciation/gratitude is completed within a reasonable timeframe.
- Support the planning and execution of small campaign-related events.

B. Gift Management and Acknowledgement

- Oversee all procedures and platforms for up to date recording and tracking of all gifts, including alignment with financial management software.
- Ensure gift receipts are delivered within a reasonable timeframe.
- Coordinate recognition initiatives and support the planning of recognition events to celebrate the impact of donor gifts.

C. Campaign Support and Reporting

- Support the preparation of proposals.
- Assist with the creation and submission of funding/grant applications in support of the campaign and any subsequent reporting.
- Collect information and insights for the creation of regular campaign progress reports for donors and other partners if applicable.

D. Additional Duties

- Coordinate and attend Campaign Committee meetings and provide administrative support before, during and following the meeting (e.g. meeting packages, minutes, actions, etc.).
- Assist RCA Communications Staff with the development of the campaign public relations/communications plan.

3.0 DEGREES OF SUPERVISION

The NTC Campaign Coordinator is accountable to the Chief Executive Officer for successfully carrying out the duties listed above. They are expected to collaborate and work alongside other RCA Staff and Committee Members.

4.0 KEY PERFORMANCE INDICATORS

- Growth in number of donors, contact information and response rates.
- Key donor contact conversion rate.
- Positive engagement and perception of NTC Campaign.