



**Position Title:** Director of Development & Communications (maternity leave cover)

**Organization:** The Pine Project

**Location:** Hybrid, 1-2 days/week at our office 276-302 Carlaw Avenue, Toronto

**Position Type:** Fixed term, July 2023 - September 2024, 37.5 hours/week

**Compensation:** \$65,000 - \$75,000/year

**Reports to:** Director of Operations

## About us

The Pine Project is Ontario's leading nature connection organization! We offer year-round nature connection programs for people of all ages in Toronto and the surrounding area, including Outdoor School, March Break programs, and highly sought-after summer camps. Each year we engage with over 1,500 children, teens, families and adults. Our programs foster confidence, competence, resilience and a deep relationship with nature in a way that is hard to achieve in more conventional learning environments.

By helping children connect to nature and teaching adults to do the same, we inspire children to respect, cherish, and care for the Earth. We are empowering the next generation of environmental stewards, problem solvers and leaders. Check out our website – [pineproject.org](http://pineproject.org) – for more info.

***We're committed to promoting equity and diversity within our workplace and greater community. We're especially excited to see applications from members of equity-deserving groups, particularly people from racialized backgrounds.***

## About the role

We're looking for a fundraising professional to provide maternity leave cover for Pine's Director of Development and Communications (DDC). Reporting to the Director of Operations and working closely with the Board of Directors and our leadership team, you're responsible for sharing our stories and building relationships to connect more children and families with nature. Your excellent communication skills, organized mindset, and genuine passion for making a difference helps you create inspiring and welcoming spaces for colleagues and community members alike. As DDC, your work will improve our ability to deliver our mission by supporting program growth, diversifying and growing revenue streams, and strengthening relationships with key stakeholders.

You embody our core values - respect, gratitude, awareness, life-long learning, and resilience – and demonstrate personal commitment to equity and social justice.

Your focus:

### Organizational Leadership:

- In partnership with the Executive Director and the Board's External Affairs Committee, champion fundraising and a culture of philanthropy throughout the organization.
- Provide leadership to foster a vibrant and healthy organizational culture and staff
- In collaboration with the Chair, lead the work of the Board of Directors External Affairs Committee
- Help further our organizational goals in diversity, equity and inclusion
- Positively represent the organization with external stakeholders and networks
- Manage any Fundraising, Marketing and Communication consultants

### Grow and diversify our revenue:

- Execute Pine's 2023 and 2024 Fundraising Plans to meet annual fundraising goals via individual, monthly, major, foundation and corporate giving
- Prepare and manage annual and quarterly revenue and expenditure fundraising budgets
- Plan and implement Pine's annual fundraising campaigns
- Foster strong relationships by developing and implementing donor-centered strategies to cultivate, solicit and steward supporters

- Build and manage Pine's grant funding pipeline, including the development and submission of grant applications to secure support for priority projects
- Oversee implementation of donor funded projects as required
- Explore and pursue additional opportunities to enhance and diversify Pine's fundraising revenue, including corporate sponsorships and foundation funding.
- Identify and implement policies and procedures, systems and infrastructure to support continued growth of Pine's fundraising program

Fill our programs:

- Lead and implement the Pine Project's public relations and marketing campaigns, including paid advertising, word of mouth, and other promotional activities
- Work with Operations Manager on which programs need marketing support, what programs are being requested, and program development
- Implement strategies to outreach programs to equity-deserving groups

Grow our community - share our stories - deepen our connections:

- Develop and implement communications plans and activities to spread awareness of our work in nature connection, share our stories, and steward our brand identity
- Grow our connections and audiences via key communication channels, including e-newsletters, social media, website, and other digital and traditional communications channels
- Liaise with program staff to harvest stories, photos and other media to support fundraising, marketing and communications plans

Other duties as required.

**Why you should apply**

What You Bring:

- Significant experience with fundraising and communications, including at a strategic level
- Strong communication skills
- Highly organized and detail-oriented, with a strong ability to multitask
- Experience managing customer relationship management (CRM) software and other IT systems
- Demonstrated success in developing and maintaining effective relationships
- Solutions-oriented with the ability to identify and resolve issues, mitigate conflict, and manage risk
- Identify with the Pine Project's mission, vision and values. Strong personal and professional commitment to equity and racial justice

What We Bring:

- Hybrid work model
- Four weeks vacation and generous leave policies
- Paid training and staff development
- Work with purpose. Make a difference for nature and people!
- A community that values connection and life-long learning
- Opportunities to develop your connection to nature and learn from experienced mentors
- Casual and welcoming work environment

**How to apply**

Please submit a resume and cover letter to [work@pineproject.org](mailto:work@pineproject.org) by 28 May 2023. Your cover letter should be about one page in length and include:

- Where you saw this job posting
- Why you are interested in the Pine Project and Operations Manager role
- A brief description of your relevant skills, experience and aptitudes. Applicants who do not meet all of the stated qualifications but have transferable skills, experiences or aptitudes are encouraged to apply and explain their relevance to the role in the cover letter.

While we thank all applicants for their interest, only successful candidates will be contacted for an interview. No phone calls please.

*The Pine Project is an equal opportunity employer. We are committed to promoting equity and diversity within our workplace and greater community. We work proactively to develop a barrier-free selection process and inclusive work environment where team members feel empowered to express authentic ideas and experiences. We welcome applications from all qualified applicants with an interest in advancing our mission, vision and values. We especially encourage applications from members of disadvantaged and marginalized groups, including those who identify as Black, Indigenous and People of Colour, persons with disabilities, women and/or LGBTQ2S+. If contacted for a job opportunity, please advise us of any accommodation measures required to enable you to be assessed in a fair and equitable manner. Information received will be addressed in confidence.*