



## Marketing/Fundraising Volunteer Board Member

**Posted: June 14, 2017**

Are you a marketing, communications or fundraising professional who wants to find a meaningful place to volunteer? Would you like to use your expertise to help shape the future of an organization that works tirelessly every day to positively impact the lives of children and youth? Are you forward-thinking and current in the world today? Are you passionate about communication, marketing and branding and have a burning desire to share that expertise with an organization that is hungry to learn and embrace it?

Then, Boys & Girls Club of Greater Victoria is looking for you...

Our mission is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life. We are one of the largest and most responsive youth serving organizations in Canada, dedicated to the healthy physical, educational and social development of young people. Our programs are learning and skills development focused, building on the strengths of each child and youth so we can help them reach their full potential with confidence and competence for life.

We are looking for a passionate, dedicated professional with marketing, communications or fundraising experience to round out our volunteer Board of Directors and to serve as the Chair of our Resource Development Committee. Board Members play a vital role in setting policy decisions, advancing our strategic plan and acting as ambassadors for the Boys & Girls Club. The Board is structured as a governance board and operates with a number of Board committees, with each Director participating on at least one Board committee. Your current experience in communications, marketing, and fund development, will provide the guidance and support needed to meet the targets in our newly refocused Resource Development Plan. This Resource Development Plan places a strong emphasis on Brandraising (a connected, systems-thinking approach to communications and corporate-partner relationship-building). You will:

- Contribute your experience, professional expertise and creative, outside-box-thinking to help the Agency achieve its Mission, strategic goals and long term planning beyond 2018
- Chair the Agency's Resource Development Committee which oversees resource development planning and reporting for the Agency, which operates with a \$5 million budget
- Lend your expertise to guide the Agency's efforts in executing its integrated marketing, brandraising and fundraising strategies as well as provide support to the Agency's fundraising events
- You will sit as the Chair of our signature fundraising event steering committee (Mad Hatter's Ball)
- Act as an ambassador and advocate for the Agency and inspire support for the Agency through your network of contacts and connections in the community
- Provide support and guidance in the implementation of a comprehensive resource development strategy that broadens funding sources and engages corporate partners to support the budget and ensure the on-going financial vitality of the Agency
- Provide leadership and engage fellow board members to take an active support role in all annual and major fundraising initiatives
- Support resource development staff in the stewardship of corporate and community engagement aimed at developing deeper ties and long-term relationships
- Monitor and report regularly on the progress of the Agency resource development plan initiatives



### **Commitment & Requirements:**

- Satisfactory Criminal Record Check
- Solid professional reputation
- Have a network of community/business contacts and willingness to reach out as an ambassador of Boys & Girls Club
- Boys & Girls Club Alumni (an asset)
- 3 business references
- Term: 3 year term
- Hours:
  - 4 hours per month (one meeting on average per month). Resource Development Committee Meetings are generally held late afternoons on business days, with one annual weekend day for a board retreat
  - 1 hour per month for the Mad Hatter's Ball Steering Committee (as the Mad Hatter's Ball approaches the frequency of Mad Hatter's Ball Steering Committee meetings may increase to 4 hours per month in January and February)

### **To Apply:**

#### **Submit resume and cover letter by July 4, 2017 by email only**

- Only applications provided electronically will be accepted.
- Clearly state position title that you are applying for in email subject liner
- Email: [lwatson@bgvic.org](mailto:lwatson@bgvic.org)
- ***We thank all who apply. Only short listed candidates will be contacted***