



Entrepreneurial thinking: life skills for any path™

YELL Canada

Job Description - Development Manager

- ✓ Do you care deeply about youth, education, and making an impact?
- ✓ Do you find sales and marketing comes naturally to you, and not forced at all?
- ✓ Do you consider yourself entrepreneurial, and wish more had the opportunity to develop those skills?
- ✓ Would you say investing in relationships and cherishing people is your craft?
- ✓ Are you fearless, and find yourself at ease and with poise whether mingling with those with wealth and fame or those strangers you meet on your way to work?

This role provides a great platform for someone with a background in business and marketing to lead the development and fundraising activities of a growing and entrepreneurial charity.

What we do

YELL Canada is a rapidly growing Canadian charity that enhances entrepreneurship and innovation education in high schools. We believe that entrepreneurial thinking is a life skill for any career or post-secondary path.

Our Vision: A bright future for all Canadian communities, created by today's youth.

Our Mission: Work within the Canadian school system to enhance innovation and entrepreneurship education, so as to equip youth with an entrepreneurial mindset at the age it most readily develops.

We focus on

- Increasing youth confidence, resiliency, and adaptability in the face of rising levels of youth anxiety
- Reigniting lifelong learning and curiosity
- Facilitating activities for youth to practice courage and integrity through uncomfortable real-world learning
- Broadening and expanding youth's imagination for career and post-secondary opportunities
- Connecting youth to a local support network of mentors and leaders who can provide sustained guidance
- Sparking and increasing community awareness and civic pride

Some of BC's leading and most innovative school districts are already working with YELL, and over the next few years, YELL will be taking its new approach to partnering in the classroom across Canada

What you will do

As the Development Manager, you will take the lead on all of YELL's fundraising and development activities, soliciting funds from major donors, gifts, sponsorships, and granting programs to support YELL's impact and work.

This role is all about investing in people and relationships over a long period of time. Philanthropic fundraising is about discovering and matching the joy people receive in their giving to a worthy and impactful cause. The Development Manager is an excellent and empathetic listener, motivated to help people build more purpose, impact, and connection in their lives.

You will act as an ambassador of YELL to a diverse set of stakeholders, including major donors, large corporate sponsors, foundations and grant administrators, entrepreneurs, and more. Your ability to mingle with, relate to, and serve all types of people will allow you to thrive in this role.



Key Areas of Accountability and Duties

- ✓ **Fundraising Activities**
 - Responsible to report on and bring in sustainable funding to support YELLs programming
 - Plan, direct, and implement a major gift program
 - Recruit sponsors and build and support a network of long-term strategic corporate partners
 - Grant and application writing, including collecting and building all necessary materials, testimonials, budgets, and more
 - Report and stay accountable to donors and foundations, ensuring YELL stays true to any donation restrictions and reporting requirements
 - Lead generation, pipeline management, and compliance to YELL policies and CRA regulations
 - Work with and lead the YELL team, board & advisors, volunteers, and donor champions to support fundraising activities and events, including YELL's Annual Venture Challenge
- ✓ **Stewardship & Relationships**
 - Invest in people and relationships, building a culture and network of individuals invested in building a more entrepreneurial Canada and a generation of young entrepreneurial thinkers
 - Support donors and sponsors through multiple stages of their giving ensuring they feel valued, appreciated, and connected to the impact and joy they want to create and receive
 - Support YELL's social media, branding, and external communications as it applies to current and potential donors, including the design and creation of brand-aligned materials
 - Clear communication and excellent customer service, including timely receipting and follow-up
- ✓ **Brand Ambassador & Leadership**
 - Listen across various channels to report on strategic insights and opportunities
 - Act as a significant brand ambassador, represent the YELL brand at various community, entrepreneurship, corporate, and philanthropic events and organizations

Why you will succeed? You bring with you:

- ✓ 5-7 years' experience in business development, marketing, sales, public relations, and/or customer service
- ✓ A deep passion for education and youth. You're ready to make a strong go at changing the current paradigm
- ✓ Willing to be coached and learn the art and craft of charity development
- ✓ A degree in higher education or a demonstrated alternative personal and professional development path that you believe to be equivalent
- ✓ An entrepreneurial mindset and life-long learner who isn't held back by fear in new situations
- ✓ Deep experience working with leaders in the business and entrepreneurship community
- ✓ Proficiency in using and setting-up various digital tools to for community management and communication, including Instagram, Twitter, LinkedIn, Excel, PowerPoint, squarespace, mailchimp, CRM software, Word mail merge, and more
- ✓ A track-record of taking initiative and quickly solving issues with poise and simplicity
- ✓ A superb ability to engage people from all backgrounds, in person and in writing
- ✓ A demonstrated ability to build and implement a stakeholder engagement and stewardship plan
- ✓ An ability to work on the-go and in a team setting in cafes or co-working offices
- ✓ Multilingual an asset
- ✓ Connections and experience working with philanthropists an asset



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How to apply:

Please submit your resume and cover letter to info@yellcanada.org, outlining salary expectations.

This position starts on salary and reports directly to YELL's Executive Director.

Individuals will be considered for hiring as soon as applications arrive.

We thank all applicants for their interest, but only candidates receiving serious consideration will be contacted. No phone calls or agencies please. Posting is open until September 5, 2017.