



Meewasin Valley Authority  
402 Third Avenue South  
Saskatoon, Saskatchewan S7K3G5  
Phone (306) 665-6887 Fax (306) 665-6117

## Employment Opportunity

### **POSITION:** Marketing & Fund Development Manager

*Do you love the river valley? Spend hours on the Meewasin Trail? Love birdwatching, hiking or just enjoy the serenity of nature? Are you looking for a connection between your personal values and interests and where you spend your days working? Excited by the possibility of applying your talents to an organization that is part of the legacy of the Saskatoon region?*

**BENEFITS:** Meewasin offers a generous benefits package including flexible work environment, extended health, dental, disability and life insurance and a matched pension.

**START DATE:** February 2025

**OTHER:** The successful individual will be a member of Meewasin's leadership team and play a vital role providing strategic direction and working closely with all departments across the organization, formulating marketing and fund development visions, goals, directions and policies that are consistent with Meewasin's overall goals and direction.

**JOB DESCRIPTION:** attached.

---

### **TO APPLY:**

Please provide the following information marked "Marketing & Fund Development Manager" to the email below on or before January 17, 2025:

\* cover letter and resume in one PDF document \*

Meewasin Valley Authority  
Email: [jobs@meewasin.com](mailto:jobs@meewasin.com)

**DEADLINE FOR APPLICATIONS:** January 17, 2025

Only those applicants who have been chosen for an interview will be contacted. For more information visit [www.meewasin.com/careers](http://www.meewasin.com/careers).



## Marketing & Fund Development Manager

**Position:** Marketing & Fund Development Manager

**Reports to:** CEO

**Date:** November 2024

### Organizational Description:

---

Meewasin is a mission passionate team of about 30 employees who work in a fast-paced environment. We are committed to delivering strategic priorities of maintaining a healthy & vibrant river valley, growing a sense of community, and protecting the legacy of the region that follows an amazing 100-year plan. All of Meewasin's successes could not be achieved without such a hardworking, adaptable and dedicated team. We are always looking for people who are committed to this legacy and want to apply their skills and expertise to make a difference.

Meewasin is the steward of the beautiful Meewasin Valley which is on Treaty Six Territory and the traditional homeland of the Métis people. We acknowledge this as part of our organization's efforts towards reconciliation and honor the vast knowledge held by traditional Indigenous caretakers of the land as we work alongside them today.

### General Accountability

---

Reporting to the CEO and part of Meewasin's management team, the Marketing & Fund Development Manager is an integral role to Meewasin. The incumbent has a primary responsibility to provide successful strategic leadership to the organization's marketing, communication and fund development initiatives in alignment with the current strategic plan.

### Specific Accountabilities

---

#### 1. Marketing, Communications, Donor and Volunteer Initiatives

- Working with the Meewasin CEO and management team, key stakeholders and partners, initiate and develop marketing and communication plans, fund development proposals and initiatives for Meewasin programs and projects including annual report, website, social media, briefing and speaking notes, print communications, radio and media releases.
- Coordinate and develop required communications for valley-wide signage.
- Plan, manage, deploy, measure and evaluate all donor, volunteer and sponsorship activities.
- Collaborate on organizational grant initiatives for alignment with strategic plan, overall mandate and current programs and projects.
- Develop and manage Meewasin events to meet community and funders needs, as well as Meewasin's mandate.

## 2. Management Excellence

- Lead, attend, present and engage internally and externally on boards, committees and working groups where appropriate.
- Foster relationships and partnerships to support and enhance Meewasin's strategic priorities.
- Develop and adhere to annual business, work plans and budgets including revenue and expenses to achieve department goals and objectives.
- Initiate or support requests for funding applications and corresponding reporting related to funding in alignment with departmental goals and objectives.
- Recruit, retain, train, coach and hold departmental employees accountable to delivery of team and work plans.
- Respond to department specific media inquiries when required by CEO.
- Support or lead policy and procedure development where appropriate for the role and department.
- Share skills and knowledge across organizational lines for effective delivery of Meewasin's strategic plans.

## Education and Experience

---

A diploma or degree in marketing, communications or business administration and a minimum of three to five years of related management experience, including proven ability to deliver on strategic initiatives is required. Ability to develop internal and external relationships to leverage funding, increase donations, sponsorships and grants is also essential. Excellent written and oral communication and sound technical knowledge in strategic communications, social media and web-based solutions is necessary. Direct experience in fundraising is considered an asset.

A satisfactory Criminal Record Check, including a vulnerable sector check, is required prior to appointment to the position. The incumbent must be available to work a flexible schedule, including weekends, early mornings and evenings as required. Occasional travel may also be required.

## Required Competencies

---

Meewasin has four core competencies that are common for all Meewasin positions and support the culture of this organization. They form the foundation of our recruitment tools and employee assessments:

### ***Effective Communication***

Demonstrates the ability to communicate effectively in a wide variety of situations; including face-to-face, over the phone and in writing.

### ***Flexible and Adaptable***

Demonstrates an ability to adapt and thrive in an atmosphere of changing priorities and circumstances.

### ***Teamwork and Collaboration***

Demonstrates the ability to work cooperatively within a team, and with individuals throughout the organization, to achieve optimal results.

***Problem Solving and Decision Making***

Able to take action in solving problems while exhibiting judgement and a realistic understanding of issues; able to use reason even when dealing with emotional topics; review facts and weigh options.

In addition, the specific competencies for the Marketing & Fund Development Manager are:

***Coaching and Developing Others***

Demonstrates the ability to foster learning and development in others; accurately assess employee's interests, needs and capabilities then coach or support them as necessary.

***Planning and Goal Setting***

Establishes personal priorities and work plans adjusting as required to ensure alignment with overall departmental and organizational goals.

***Strategic Business Sense***

Demonstrates the ability to understand business functions within the organization and industry; recognizes internal/external patterns and trends; Uses and balances this information (such as revenue, costs, client needs, short and long-term needs) to guide activities and develop strategies that help ensure the organization's success.

***Innovation***

Encourages self and others to challenge conventional practices; adapting established methods for new uses; pursuing ongoing system improvement; and generating new ways of doing business that improve outcomes.

***Partnering***

Actively seeks out and forms strategic partnerships with individuals, groups and organizations (internal and external) as a means of improving business outcomes.

***Negotiation***

Demonstrates the ability to skillfully seek an understanding of the issues and concerns behind stated positions and applies diplomacy and interpersonal skills to establish and maintain productive relationships.