

**ALZHEIMER SOCIETY OF MANITOBA  
POSITION DESCRIPTION**

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**SECTION 1 IDENTIFYING INFORMATION**

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Position Title:  
**Director of Development (1.0 FTE)**

Supervisor's Title:  
**Chief Executive Officer**

Date: March 2025

The Director of Development promotes the Alzheimer Society of Manitoba's Mission and Ends Statements:

The Alzheimer Society of Manitoba exists so that all Manitobans affected by dementia receive the help they need today and have hope for tomorrow.

1. People living with dementia and their care partners have a voice.
2. People living with dementia feel safe, accepted, respected and supported to experience their highest quality of life throughout their entire journey.
3. Care partners have meaningful support when they need it.
4. Manitobans actively engage with people living with dementia and welcome them into all aspects of community life.
5. Manitobans understand and engage in brain health strategies to reduce their risk of dementia.

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**SECTION 2 POSITION SUMMARY**

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Reporting to the CEO, the Director of Development is responsible for developing, implementing and evaluating fundraising activities to achieve the revenue objectives for the Alzheimer Society of Manitoba. The Director of Development has overall responsibility for the management of donor relationships including grants, sponsorship and donor development, direct marketing and events to achieve the organization's fundraising objectives.

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**SECTION 3 DUTIES AND RESPONSIBILITIES**

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- Create and implement the annual strategic development plan and development budget for the Alzheimer Society of Manitoba
- Cultivate and nurture relationships with current and potential funders, sponsors and donors
- Oversee and evaluate cost effectiveness of events and direct marketing
- Provide oversight on all grant funders and grant applications, in cooperation with the Program Managers and Director of Finance & Administration
- Participate on the Senior Management Team and attend weekly management meetings
- Participate on Alzheimer Federation committees and working groups to help strategize, develop, implement and provide feedback for development activities affecting the organization

- Manage fundraising staff including hiring, training, supervision and performance management

**Other duties**

- Other duties as assigned by the CEO

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**SECTION 4 SUPERVISION EXERCISED**

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The Director of Development assigns responsibility and oversees development of staff members and volunteers engaged in fundraising.

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**SECTION 5 POSITION REQUIREMENTS**

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**FORMAL EDUCATION**

- Certificate, degree or diploma in marketing or development

**WORK EXPERIENCE**

- Ten years' experience in development, non-profit management and events

**WORKING LEVEL QUALIFICATIONS**

- Exceptional verbal and written communication and interpersonal skills
- Understanding of print management, website communications and e-communications
- Proficiency in current Alzheimer Society computer software
- Flexible schedule which allows occasional evening and weekend work
- Active membership with the Association of Fundraising Professionals and Canadian Association of Gift Planners