

Job Description

Executive Director

Aid to Women Since 1984, Aid to Women (a Canadian Registered Charity) has been dedicated to educating and empowering pregnant women in crisis to make healthy, life-affirming decisions. We strive to create a safe and supportive environment where women can explore their options, receive compassionate care, and make informed life-affirming choices about their pregnancies. We also support clients during their pregnancies and beyond, until their children turn two, with material supplies and other practical supports.

Aid to Women is not a healthcare provider. We serve women in the greater Toronto area.

Purpose of the role

This is an excellent opportunity for a passionate and dedicated person to make a big impact. You will have the opportunity to shape your role and be directly involved in saving lives and supporting pregnant and newly-parenting women.

This is a salaried full-time (35 hours per week) role with flexible hours. You will have an opportunity to set your own hours to a great extent, keeping in mind the needs of current and potential clients as well as fundraising and public relations opportunities. Some evening and weekend work will be part of the role. The role will be primarily in our office, with some flexibility for working from home as needed.

Hired by, reporting to, and supported by the Board of Directors, the Executive Director is responsible for managing the daily operations of the organization. This includes client outreach and support, referrals, as well as managing/overseeing key organizational functions including fundraising, volunteer recruitment/management, marketing and communications, public relations, and hiring and supervising support staff, including administrative staff and the Client Needs Coordinator.

Key areas of Responsibility & Duties

Client outreach and support

You will direct and implement client outreach initiatives that reach women in crisis pregnancies. You will also be responsible for client outreach (typically online), client intake, and together with the Client Needs Coordinator, ongoing care for clients (we support clients until their children turn two). This includes supervising the Coordinator's work on purchasing, storing, and distributing client material aid and fielding client inquiries.

Relationships with referral partners

Our work also includes referring people to other agencies and, at times, receiving referrals from other agencies. This includes women whom we are unable to take on as clients, as well as clients who are in need of services beyond the scope of those that Aid to Women provides. Your role will include staying up-to-date with, and maintaining relationships with, referring agencies and making/accepting referrals as needed.

Fundraising

With the support of the fundraising committee and Board, you will have fundraising-related responsibilities. This includes writing and organizing the mailing of a donor newsletter. It also involves continuing our Baby Bottles for Life campaign through local parish outreach, speaking at parishes promoting the campaign, and organizing the logistics of the campaign. You will also be encouraged to (and be supported in) developing other fundraising efforts (such as online giving, crowdfunding, social media campaigns, requests to private foundations, etc.).

Marketing/communications

With the support of the communications committee and Board, you will have responsibilities for ensuring that the content of marketing/communications is accurate, up-to-date, and in line with brand standards. This includes the donor newsletter, the website, social media accounts, printed materials, etc.

Public relations

Promote the aims and interests of the organization in the community including attending fundraising-related speaking engagements (for example, at parishes involved in fundraising campaigns) and other speaking engagements/conferences as invited (if they advance Aid to Women's mission). Coordinate with Board on responses to social media inquiries and traditional media inquiries (if needed and as per our policies).

Volunteer Recruitment and Management

You will be responsible for recruiting, training, and managing volunteers. This includes volunteer delivery drivers who deliver material items for the mothers, office volunteers who help with materials sorting and office work, and our volunteer Board of Directors. Your responsibilities will include attending evening Board meetings (6-8 per year) plus an Annual General Meeting in the fall.

Short-term and long-range planning

Assist the Board of Directors in developing an annual plan with strategic goals and tracking progress in its implementation.

Administration

Supervise and manage daily operations, such as: bill payments and organization, handling banking transactions; payroll; budgeting for and purchasing supplies; keeping records of client service; receiving donations and issuing tax receipts; taking telephone inquiries/calls, and maintaining a clean and inviting office space.

Desirable Professional Skills, Personal Qualities and Life view:

- A passionate commitment to supporting women with making life-affirming decisions for their child
- A belief in the inherent dignity and worth of all human lives
- Dedication to the mission of Aid to Women and to providing judgement-free, discrimination-free, client-centred service
- Dedicated to upholding the highest standards of client confidentiality
- Knowledge and/or experience in working with vulnerable populations
- Caring, empathetic, and compassionate with good listening skills
- Excellent interpersonal communication skills, especially one-to-one verbal (on the phone and in person) and online/via text
- Digital literacy and administrative/office skills. Knowledge of Word, Excel, etc. is a must, experience with a Customer Relationship Software (such as Nationbuilder/Salesforce/etc.) an asset
- Experience in leadership and managing people/projects
- Experience in or knowledge of the fundamentals of marketing/communications/public relations
- Experience with volunteer recruitment/management or similar experience
- Works well as a team player as well as independently
- Post-secondary education/professional background in social work, business administration, Divinity, or related profession or equivalent work/life experience in lieu of formal education

Salary is negotiable.

****Please submit a cover letter and resume by September 30. For more information and link to apply, please visit <https://www.aidtowomen.ca/joinourteam>**