



# REACH Niagara

<b>Job title:</b> Communications and Fund Development Specialist
<b>Location:</b> St. Catharines
<b>Reports to:</b> Executive Director
<b>Wage range:</b> \$36.94 - \$40.74 + 10% in lieu of benefits
<b>Status:</b> Full time, temporary (up to March 31, 2028)
<b>Hours of Work:</b> Monday - Friday, 8:30 a.m. - 4:30 p.m. (35 hours/week)

## Summary

Regional Essential Access to Connected Healthcare (REACH) Niagara is a dynamic nonprofit, charitable organization dedicated to providing life-saving street healthcare to individuals experiencing homelessness across the Niagara Region. Rooted in equity and access, REACH Niagara removes barriers to care by delivering compassionate, community-centred health services to those who need it most.

The Communications and Fund Development Specialist is a pivotal role responsible for leading all aspects of organizational communications while driving fund development initiatives that advance REACH Niagara’s mission and growth. We are seeking a communications professional with a full range of skills — content creation, graphic design, social media, public relations, and digital communications — who can bring both creative vision and execution to the organization. Equally strong in relationship management and donor engagement, this individual is a self-motivated, detail-oriented communicator who thrives in a collaborative environment and takes initiative to elevate the organization’s presence.

## Accountabilities and Responsibilities

Duties and responsibilities include, but are not limited to:

### *Communications – 70% of time:*

- Development and implement a communications strategy in alignment with the organization’s strategic goals and vision
- Responsible for the development, design, and implementation of social media content (this includes graphic design).
- Create communication products to build knowledge and awareness of the work of REACH Niagara
- Collaborate with all of our programs and services to continually showcase the client impact and outcomes through various creative communication mechanisms
- Continue to identify and implement strategies to support brand awareness
- Lead the development and implementation of a quarterly electronic newsletter
- Maintain and develop content for the organization’s website

### *Fund Development - 30% of time:*

- Develop and steward a comprehensive donor relations program, cultivating meaningful relationships with existing donors while building and maintaining pipelines to prospective individual, corporate, and foundation funders.
- Lead the full grant lifecycle, including prospect research, and proposal writing while maintaining a grants calendar to ensure timely submissions and compliance with all funder requirements.
- Represent REACH Niagara as an organizational ambassador at community events, sector tables, and partner committees, actively building relationships that support fundraising and profile-raising goals.
- Plan, coordinate, and execute a diversified fundraising program including special events, third-party events, direct mail, and giving campaigns, with accountability for meeting annual revenue targets.
- Ensure all fundraising activities adhere to legal and ethical standards, including regulations set by the Canada Revenue Agency (CRA), and the codes of ethics established by the Association of Fundraising Professionals (AFP) and Imagine Canada.
- Stay current on emerging trends, tools, and best practices in fund development, applying innovative approaches to donor engagement, digital fundraising, and revenue diversification to strengthen organizational sustainability.

### *Overall:*

- Engage in evidence-based practice and ongoing learning.
- Operates within established policies and procedures.
- Participate in team and organizational meetings, committees, special events, etc.
- Ability to work flexible hours as requested by leadership.
- Work in a manner that demonstrates commitment to REACH's mission, vision, and values.
- Contributes to the REACH's strategic goals and objectives and values the equality and diversity of the client community.
- Other duties as required.

### **Qualifications**

#### *Education and Work Experience Requirements:*

- Bachelor's Degree or Diploma in Communications, Marketing, or related discipline
- Minimum of 3 years of related experience in full-scope communications
- Minimum of 1 year experience in CANVA and/or Adobe Illustrator
- Experience in working for a not-for-profit and knowledge of the philanthropic sector in Canada including CRA regulations
- Demonstrated experience in collaboration and working within an interdisciplinary team.

*Knowledge, Skills and Abilities:*

- Exceptional interpersonal and communication (written and verbal) skills
- Excellent knowledge of communications and public relations methods and techniques
- Well versed in methods to engage the public and use of social media platforms
- Strong relationship building skills
- Self-motivated, detail oriented, and highly organized
- Ability to work both independently and as part of a team
- Creative thinker with the ability to take initiative and advance the organization's impact

**Conditions of Employment**

- Requires access to a reliable vehicle as travel within Niagara is expected
- At point of hire, provide proof of education, vulnerable police sector check, and valid G driver license

**Working Conditions**

- Ability to work a fixed schedule with possibility of evening hours and weekend

Employee Name:

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Employee Signature:

Date:

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Supervisor Name:

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Supervisor Signature:

Date: