

Job Description

Position Title:

Development Director, Asylum Seeker Community (ASC)

Context and Position Summary

Asylum seekers are people seeking refugee protection, fleeing persecution in their home countries. Also called refugee claimants in Canada, asylum seekers are extremely vulnerable, often traumatized by the experiences of persecution, by the precarious travel to safety, and by the many challenges they face on arrival in Canada, such as meeting basic needs for shelter while engaging the complex refugee determination system.

In 2016, over 23,000 asylum seekers arrived in Canada, with 1360 in BC. More than 60% received refugee protection and are starting new lives in our country and province. Research shows that, when asylum seekers are well supported, their opportunity for getting refugee protection increases as does their capacity for quicker integration.

The organizations assisting asylum seekers in the Lower Mainland of BC are highly organized and skilled, yet limited in capacity - both financial and human resource. As the number of asylum seekers continues to rise each year, basic services are increasingly stretched.

The asylum seeker support community has strategic and creative solutions to fully meet the needs of refugee claimants. Significantly increasing financial resources is one fundamental way to implement these solutions, boosting the capacity of small organizations to do their work and put their strategies into motion in a collaborative approach.

The Asylum Seeker Community is formed in BC's Lower Mainland to inspire, generate, and direct resources toward the ongoing, complex needs of asylum seekers (refugee claimants) in our region, especially as increasing numbers of people arrive.

The Asylum Seeker Community is a progressive partnership between four charitably registered agencies (whose service to asylum seekers is their sole operational mandate) and [Chimp Foundation](#) (whose goal is empowering the human spirit of charity).

The BC-based agencies leading the Asylum Seeker Community ([Inasmuc Community Society](#), [Journey Home Community Association](#), [Inland Refugee Society of BC](#), and [Kinbrace Community Society](#)) focus on immediate and ongoing needs of asylum seekers including housing (shelter, transitional, permanent), food, clothing, support, counseling, relationship-building, and access to refugee protection.

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Chimp and the ASC Board work collaboratively and innovatively toward a common goal of increased ownership and giving opportunity for Canadian donors and high-impact support for asylum seekers.

The ASC is working to create a dynamic, sustained welcome for asylum seekers (refugee claimants) in BC, with the goal that they experience stronger protection and quicker integration.

Development Director

The Development Director is tasked with solidly pushing the ASC into the public sphere, making the cause of asylum seekers known and understood, and creating clear opportunities for donors to engage in an educated, empowered, and generous way.

Reports to

The Asylum Seeker Community (ASC) Board

Peter Prediger, Inasmuch Community Society
Mario Ayala, Inland Refugee Society of BC
James Grunau, Journey Home Community Association
Loren Balisky, Kinbrace Community Society

Attributes Required

- Demonstrated self-starter / initiative-taker
- Strong communication skills understanding the needs of the target audiences of Chimp, donors, and ASC members
- Demonstrated relational skills with professional capacities
- Proven media engagement history
- Savvy social media skills on various platforms and complementary IT skills
- Philanthropic fluency and donor relations experience
- Strong financial literacy
- Creative marketing expertise to design, implement, and promote brand
- Attentiveness to detail with the ability to communicate metrics to all stakeholders

Working Conditions / Environment

- Work will be performed from home office with personal computer.
- Meetings with the ASC Board will be held regularly in person or by computer video link

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- Time and remuneration
 - 6 month contract to start
 - Start 01 May 2017
 - Time commitment of 2-3 days per week average
 - Remuneration to be negotiated based on experience (range \$3000-\$5000/mo)
 - Measurable outcomes will be established at the outset of the contract and regular meetings will be held with the ASC Board for formal updates on progress.

Role and Responsibilities

% of Time	Key Function, Objective, and Job Duties
20%	<p>Liaise between Chimp and the ASC <i>Harness the expertise of</i></p> <ul style="list-style-type: none"> ● <i>the Asylum Seeker Community (directed by Inasmuch, Inland Refugee Society of BC, Journey Home Community, and Kinbrace) and of</i> ● <i>Chimp (Charitable Impact Foundation)</i> <p><i>to inspire generosity to meet the complex needs of refugee claimants</i></p> <ul style="list-style-type: none"> ● Learn (to be able to comprehensively communicate) about asylum seekers and their service providing community in BC ● Be the main contact and project manager working with Chimp to provide the elements required to successfully launch a CGP ● Create feedback mechanisms to both the donors, Chimp and, ASC ● Report to key stakeholders (ASC, Chimp) ●
50%	<p>Develop resources for asylum seekers and the ASC. <i>Recruit champions and invite people with influence and resources to participate</i></p> <ul style="list-style-type: none"> ● Identify and contact Influencers / Ambassadors that will promote the program and encourage donors to join ● Establish and execute against a Community Engagement Calendar targeting sponsorship opportunity ● Create engagement pathways for all donors ● Curate giving opportunities for the community tied to the needs of the ASC community ● Be the point of contact both externally (to donors) and internally (between Charities) for the effective execution and organization of the Charitable Giving Program (CGP) ● Champion the internal Cross-Functional Operational Process required to effectively execute a CGP targeting Donors in Vancouver

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	<p>utilizing the Asylum Seeker Community Account</p> <ul style="list-style-type: none"> ● Champion the process to secure Matching Charitable Dollars required to Incentivize a CGP targeting 10K new Chimp Accounts - (this may be done individually by each charity individually so it may not be needed in this case) ● ●
30%	<p>Create awareness about asylum seekers and promote the ASC. <i>Communicate the cause of the ASC through strategic and creative marketing</i></p> <ul style="list-style-type: none"> ● Lead development of web page for ASC ● Develop a social content strategy ● Develop the content and creative, and communications, including Social for the CGP for Donors in Vancouver ● Create a unifying “brand image” of the four ASC member organizations. ● Push out an asylum seeker brand, unique from “refugee” brands that exist. ● Develop Public Education strategies to communicate who asylum seekers are ● Implement and “action” the above steps ●

Signatures

Employee

Date

Executive Director (hiring organization)

Date

Executive Director (ASC Board)

Date

Executive Director (ASC Board)

Date

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Executive Director (ASC Board)

Date

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Appendix

Measurable Outcomes

- **Week 1 & 2** - Meet with ASC stakeholders in discovery of the vision and purpose of the four organizations and of asylum seekers and develop draft plan of branding and public education process
- **Weeks 3 & 4** - Develop branding and social media strategy for presentation to ASC and Chimp
- **Weeks 5 & 6** - Rollout of campaign with Chimp, prepare feedback loop strategy to donors
- **Weeks 7 & 8** - Begin data collection and feedback to ASC, including adjustments recognized for greater impact
- **Continuous feedback** - Feedback/followup to donors, metrics on action plan implementation of the ASC.