

# Campaign Specialist

Start Date: May 2018  
Salary Range: \$50,000-\$55,000  
Job Type: Full-time  
Location: Toronto

## About Tapestry Community Capital

Launched in May 2018, Tapestry Community Capital was created to help community organizations across Canada to raise the required capital to finance their dream projects.

We believe deeply in the principle of community ownership of community assets. Each and every citizen or resident can be a 'co-owner' in their local project, by investing in a Community Bond issued by their local community organization. This inclusive model has been successfully adopted across diverse social sectors- from affordable housing to co-working spaces, from arts & culture to renewable energy, from sports clubs to assisted living and to sustainable food supply.

We have assembled a top-notch Tapestry team - one that is built upon a set of core competencies gained from 13 successful Community Bond campaigns conducted over the past decade. We offer our skills and expertise on a fee-for-service basis, ranging from early feasibility & planning through to full execution of a successful bond campaign. After the campaign, we provide ongoing investor management services and financial reporting to support our clients throughout the lifecycle of their bonds through to maturity.

And we are growing, again! Fresh off our most recent client launch, Tapestry is seeking to add to our team and to expand our reach across Ontario. This year's goal is to conduct 6 successful client Campaigns - and we need your skills, your expertise and your enthusiasm to make that happen.

## Job Description

Each and every one of Tapestry's clients (and prospective future clients) is a mission-driven organization that is tackling a real need in their community. They know what needs to be done and how to do it. They have a compelling vision or history, or both. And they have a dream project - they just aren't sure about how to finance it. That's where Tapestry comes in. We help them to evaluate their options and we only recommend using a Community Bond where it makes sense.

Once a client has decided that they will raise a community bond, they want to get the campaign going, fast. Our team rolls up our sleeves and works with them to design and structure every aspect of the campaign, to ensure its success. While every successful campaign shares a lot of common building blocks, each is also custom-tailored to the unique needs of the issuing organization.



In this role, you will lead our clients all the way through our Tapestry process from inception through to successful completion. You will develop creative and thorough campaign plans and strategies, coach the client team, show them how to organize public events, ensure they have effective promotional outreach activities and generally guide them on how best to enable their supporters to make that decision to invest.

Working closely with the Tapestry Investment Manager, you will be responsible for building trust with client teams. We are looking for a take-charge, confident, incredibly organized individual who can work across overlapping client campaigns, and coach each of them through implementation and execution.

You will be a great fit for this position if you enjoy the excitement of public campaigns, can rise to the challenge of leading multiple projects and can balance that leadership style with a love for the meticulous planning and process implementation needed to carry complex projects across the finish line.

You will be a great fit for the Tapestry team if you are motivated by community participation and positive change, and you can demonstrate excellent collaborative skills paired with sound judgment.

### **What you will be doing:**

Working in tandem with the Tapestry core team, the Campaigns Specialist is responsible for the planning, resourcing, and implementation of Community Bond campaigns alongside our client teams.

**Develop and Implement Campaign Plan & Strategy** - Work with our newest clients from the outset to define the scope and budget for their Community Bond campaign. Plan and co-create a campaign strategy that meets the unique needs of each client. Work alongside and organize the Tapestry core team to pull in relevant resources and expertise. Identify gaps, risks and issues early in the project and define appropriate mitigation strategies.

**Ensure Client Success** - Set client teams up for success by organizing their campaigns and creating guides and templates for clients to adopt and make their own. Coach and organize client teams along the process from Planning, Structuring, to Raising phases. Bring in outside resources to provide client with regular assessments and benchmarks. Act as the main point-of-contact for clients with active projects.

**Promote Client Education** - Work alongside our Tapestry Impact Manager on introducing and onboarding prospective clients to the Tapestry process. Contribute to and co-lead workshops that offer clients a suite of consulting modules to accelerate their adoption of our proven campaign methods. Advise clients on campaigns strategy to reach various audiences of community members.

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**You are someone with:**

- 3-5 years' experience in a campaign, fundraising, and/or events management role;
- Bachelor's degree in communications, business and/or equivalent experience;
- Proven project management and team coordination skills;
- Hands-on experience with project management, CRM tools: Trello, Pipedrive, etc.

**You may also have:**

- Digital and print campaign skills;
- Graphic design skills (Adobe Suite: Illustrator, InDesign, or Canva);
- Prior experience in social finance and/or social enterprises;
- Confidence and experience in public speaking and coaching.

**What we are looking for:**

- Meticulous organizational skills and professionalism: you are a deadline-driven individual, with strong meeting management and presentation skills, can handle and triage issues as they arise with tact and diplomacy;
- Strong interpersonal and communication skills: you are able to ask the tough questions, and effectively guide conversations with gentle yet persistent methods;
- Superior analytical skills: you can identify, track and record metrics of campaign success;
- Well-developed soft skills: you are always client-oriented but firm and confident in order to set realistic expectations and build client trust.

We believe that experience comes in many forms and that skills are transferable between sectors. We hire competent, confident people who share our values and exhibit a positive “can-do” attitude. We encourage you to apply if you feel that this opportunity speaks to you.

**What we can offer you:**

- Flexible working environment
- 3 weeks holiday plus health & wellness allowance
- Opportunities for career growth, professional development and continuous learning

**Deadline:** April 30th. Applicants are encouraged to send their application as soon as possible as interviews will begin before the posting deadline.

**How to Apply - Please review these instructions carefully:**

- Please prepare a cover letter telling us why you are interested in working for Tapestry Community Capital, how your previous experiences will contribute to this role and when you are available to start.
- Please send your cover letter and resume as a single PDF.
- Please use your full name as the file name (i.e. MaryJones.pdf)
- Send by email to [careers@tapestrycapital.ca](mailto:careers@tapestrycapital.ca)

Tapestry Community Capital is fully committed to diversity and values the contribution of its employees from diverse backgrounds and experiences. We welcome applications from all persons, visible minority group members, women, persons with disabilities, members of sexual minority groups, and any other who may qualify for this position. If you are invited for an interview and require special arrangements, please let us know.

We thank all applicants for taking the time to submit a cover letter and resume, however, only those selected for an interview will be contacted.