



Position: Director – National Planned Giving Program (full time, 3-year term)

Reports to: Senior Vice President, Brand Engagement and Philanthropy

Language Requirement: Bilingual imperative

Location: Ottawa preferred. Candidates will be considered along the Toronto, Ottawa, Montreal corridor, with some required travel within Canada

Hiring Range: \$105,000 to \$125,000

Posting Date: November 21, 2025

How to Apply: Email your resume and cover letter to recruitment@e2rsolutions.com by December 10, 2025

Job Summary

The Director is responsible for developing and implementing a comprehensive legacy giving strategy that drives both immediate and long-term revenue, contributing to the overall sustainability of the network. Working at United Way Centraide Canada (UWCC) and in support of a federated network of local United Way Centraides (UWCs), this role will work on key strategies that will create a strong foundation and build capacity across the UWC network - positioning United Way Centraide as a charity of choice for legacy investments. This position will report to the SVP and will work in close collaboration with the National Planned Giving Working Group.

Key Responsibilities

Planned Giving Strategy & Revenue Growth

- Develop and execute a national Planned Giving strategy informed by internal research, external trends, and sector best practices.
- Identify and implement strategies to drive short- and long-term revenue growth nationally and locally.
- Contribute to setting overall United Way Centraide Canada annual revenue goals and responsible for portfolio level goals.
- Support the development and activation of a network of professional advisors, wealth managers, family foundation advisors and others
- Support development of brand-building activities that will position UWC as a preferred charity for legacy investments, including a national case for support.
- Work with local UWCs to identify and execute strategies that generate revenue at both the national and local levels.
- Serve as a key contributor to the network's overall growth imperative, working in close collaboration with the national planned giving working group, CEO champions and peers at UWCC.

Network Capacity Building & Education

- Support the work of the National Planned Giving Working Group, advancing the group's key objectives, fostering network collaboration and best practice sharing.
 - Develop and lead the group's monthly meetings
 - Support group's key objectives, workplans and outcomes

- Prepare and deliver CEO progress updates and annual reporting
- Act as advisor and coach to UWC organizations in developing and executing planned giving strategies as part of their overall fundraising plans.
 - Develop education, tools, and resources to enhance legacy giving expertise across the network.
 - Develop education, tools, and resources to enhance stewardship expertise across the network.
 - Identify best practices, training and curriculum to build the capacity of UWC philanthropy staff
- Collaborate with UWCC's Senior Growth Advisor to identify opportunities for capacity building with UWCC and UWC network team members
- Contribute to the UWC Resource Development professional network meetings and learning curriculum, ensuring legacy giving is integrated into national training initiatives.
- Identify opportunities to maximize external partnerships and memberships (eg CAGP) in support of the learning agenda
- Ad hoc support to network

Leadership & Stakeholder Engagement

- Manage United Way Centraide Canada's planned giving donor base and key stakeholders – lawyers, estate managers, family foundations etc.
- Build and strengthen relationships with wealth advisors, financial planners, and philanthropic decision-makers to expand legacy giving opportunities and position the UWC network as a leading partner of choice for planned and legacy giving.
- Represent UWC in national and sector-wide legacy giving conversations, ensuring alignment with industry trends.

Budget Management, Forecasting and Admin

- With the Senior Vice President, manage the annual budget and quarterly forecasts
- Other duties as assigned.

Qualifications

Experience:

- 7+ years of professional experience in the non-profit sector, with a proven track record in fundraising, donor relations, and managing major gifts.
- CFRE, MFA-Philanthropy and/or other relevant designations considered beneficial
- Proven experience in legacy giving, planned giving, or major gifts fundraising within a national or federated nonprofit organization.
- Demonstrated ability to develop and implement successful legacy giving strategies that drive revenue growth.
- Experience building fundraising capacity through education, training, and resource development.

Skills & Knowledge:

- Strong understanding of endowments, bequests, estate planning, and charitable tax strategies.
- Experience and comfort working in a multi-stakeholder environment or federated network.
- Excellent relationship management skills, with experience engaging high-net-worth individuals, family foundations, and financial professionals.
- Strong presentation and facilitation skills, with the ability to influence and inspire partners, donors and staff.

- Strong leadership, strategy and communications skills
- Established network of financial planners, wealth managers and family foundations considered an asset.
- Strong critical thinking, analytical and problem-solving skills.
- Strong computer and technology skills, including proficiency with Microsoft Office.

Location

- Must be eligible to work in Canada.
- Regular office hours are 8:30am to 4:30pm EST. From time to time, there may be flexibility required (evening or weekend) to support program activities. Some travel will be required (Canadian).

About United Way Centraide Canada

United Way Centraide (UWC) is Canada's leading network of local community builders empowering people to make lasting social change in their community. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides (UWCs) tackle the important social issues of poverty and social exclusion in their communities. Our vision is that everyone in every community has the opportunity to reach their full potential. United Way Centraide Canada (UWCC) is the national office that provides leadership and services to UWC members across the country.

We offer:

- Generous paid vacation
- Paid winter break
- Other paid leave options, including parental and volunteer leave
- Summer hours
- Registered Retirement Savings Plan, with matching contributions
- Medical and dental benefits for you and your family
- Sick leave and disability insurance
- Life insurance

Diversity, Equity, and Inclusion

United Way Centraide Canada hires based on merit and is strongly committed to diversity and equity within its community and to providing a welcoming and inclusive workplace. It especially welcomes applications from Black, Indigenous and People of Colour, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

How to apply

Please send your application letter and resume in confidence to: recruitment@e2rsolutions.com
We thank everyone for applying; however, only qualified candidates will be contacted.

For more information, visit <https://www.unitedway.ca/>.