



Position: National Director, Government of Canada Workplace Charitable Campaign (GCWCC)

Reports to: Senior Vice President, Brand Engagement and Philanthropy

Language Requirement: Bilingual (English and French) - Imperative

Location: Position is in Ottawa, with opportunity for hybrid work model

Hiring Salary Range: \$108,000 to \$130,000 commensurate with experience

Posting Date: January 14, 2026

Reply Deadline: February 2, 2026

Job Profile

United Way Centraide (UWC) is Canada's leading network of local community builders, empowering people to make lasting social change in their communities. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides tackles 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.

UWCC is seeking an experienced fundraising/workplace campaign professional to provide leadership to one of Canada's largest workplace campaigns, the Government of Canada Workplace Charitable Campaign (GCWCC). In this unique role you will work to support the goals of the United Way Centraide movement as well as those of Health Partners, the other recognized recipient of the GCWCC campaign.

Reporting to the Senior Vice-President, Brand Engagement and Philanthropy, and working in close partnership with United Ways and Centraides, Health Partners and government partners, the incumbent directs the activities related to the management, development, and implementation of existing and future strategies aimed at federal public servants and retirees to grow the GCWCC in federal organizations across the country.

Responsibilities

Strategy

- Lead and develop strategies to strengthen donor engagement and stewardship within the GCWCC.
- Oversee and direct the GCWCC national team in the delivery of annual campaign planning, delivery and evaluation.
- Work in close partnership with the Treasury Board Secretariat, the campaign Co-chairs' office, United Way East Ontario, Centraide Outaouais, other local UWCs, and HealthPartners to manage the annual campaign and develop strategies that drive revenue growth and a positive donor and volunteer experience.
- Lead and support efforts with the Treasury Board Secretariat to renew and strengthen the operating model, policies and practices of the annual campaign.
- Monitor alignment of campaign practices to established policies and respond to issues that may emerge.

- Develop and maintain strong relationships with UWCs, Health Partners and government officials engaged in the implementation of the campaign.

Management and organization

- Provides leadership to the GCWCC Cabinet and co-chairs to support successful implementation of the annual campaign, focused on strengthening revenue growth and the donor and volunteer experience.
- Ensures the use of best practices related to workplace campaigns.
- Monitors and evaluates the progress and results of campaigns in order to achieve financial goals, donor engagement and stewardship.
- Develops and implements plans for volunteer recruitment and training.
- Coordinates the efforts and implementation of strategies between UWCC and UWCs across the country and Health Partners related to the GCWCC.
- Manages the GCWCC National Office team and ensures the effective performance of local UWC campaign managers.
- Directs, supervises and ensures the development of the members of the workplace campaign team.
- Implements the strategies identified for the workplace campaign and direct marketing.
- Directs all solicitation, loyalty and recognition efforts in collaboration with the team and campaign volunteers.
- Establishes and monitors performance indicators to assess campaign progress and results in order to achieve financial goals and donor commitment.
- Manages the campaign's budget.

Representation

- Supports and guides the GCWCC National Campaign Cabinet in fundraising activities and national events, and orchestrates the meetings and planning required for renewal of the campaign operating model.
- Represents the GCWCC National Office at the GCWCC Campaign Cabinet and ministerial meetings as well as at fundraising, awareness, training, and other events.
- May be asked to represent the GCWCC at various GCWCC local, regional, and national meetings, including with the various UWCs.
- Participates in intergovernmental and/or departmental committees supporting the GCWCC.
- Participates as the GCWCC representative in various UWCC managers' groups.

Accountability & Responsibility Level

- Strategic oversight: Project accountability for achieving goals and strategies.
- Strategic Planning: Responsible for definition and implementation of goals, objectives and strategies. Creates, executes and reports on project plans. Monitors and presents on execution and achievements towards strategy.
- Financial budget: Builds and executes on approved budgets.
- Human Resources: Provides ongoing managerial oversight of GCWCC team and contributes to performance appraisals.
- UWC and partner relations: Works with UWCs to deliver on GCWCC objectives and manages relationships with key partners.

Qualifications

Education:

- Post-secondary degree in the areas of business, marketing, fundraising, communications, or other related discipline.
- CFRE designation considered an asset

Experience:

- Five to seven years related experience in fundraising/campaign management roles in a philanthropic environment.
- Experience in not-for-profit and/or public sector environments, including the Federal Government.

Skills & Knowledge:

- Language Requirement: Bilingual Imperative.
- Highly developed communication skills (written and verbal) in both English and French, and comfort with public speaking.
- Demonstrated knowledge of industry best practices and emerging trends in the fields of fundraising, stewardship, direct marketing & digital campaigns.
- Sound knowledge of the voluntary sector and the philanthropic funding environment.
- Strong understanding of the federal public service and the federal organizations' structure.
- Strong collaborative leadership, relationship management, and interpersonal skills.
- Comfortable in highly matrixed organizations, and ability to lead within complex organizational structures.
- Experience in volunteer engagement strategies.
- Self-starter with aptitude in decision-making and problem-solving.
- Excellent business acumen and exemplary work ethic.
- Demonstrable competency in strategic planning and project management.
- High level of knowledge of MS Office and other current software applications, focused on effective project management and administration.

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 **cover letter along with your resume** in confidence to:
recruitment@e2rsolutions.com

We thank everyone for applying; however, only qualified candidates will be contacted.