

Development Officer, Annual Giving

Summary

Reporting to the Director of Annual Programs and Fulfillment, the Development Officer, Annual Giving is responsible for leading and assisting in the execution in all aspects of the annual giving program. This role will require an individual who has strong relationship building skills, experience in donor acquisition, experience in online giving initiatives, marketing and have the ability to engage with donors in various settings.

Responsibilities:

Monthly Giving Program

- Work with Directors and VP of Fund Development and Stakeholder Engagement to revitalize current Monthly Giving Program
- Actively recruit new monthly donors using a variety of strategies such as cultivation events, personal solicitations, special projects, telemarketing, email, mail and social media programs to secure Annual Fund support
- Establish monthly giving donor path by working closely with the Stewardship and Fulfillment Officer and Director, Annual Programs and Fulfillment.
- Aid in establishment of the conversion plan for long time donors
- Manage a portfolio of prospects and meet acquisition targets
- Meet with donors to discuss their giving and impact

Third Party Events

- Oversees the organization of all third party events with a view to maximizing financial support, building Foundation profile, and enhancing Foundation relationships in the community.
- Manages third party requests and acts as a resource for third party events providing information, promotional material, and support.
- Create a Third Party Event package that will ensure all organizers are aware of proper permits, licenses and rules
- Maintains and enhances longstanding relationships.
- Works in collaboration with the Stewardship team to ensure donors are appropriately recognized and informed.
- Proactive in encouraging and cultivating third parties to organize successful events.
- Actively pursues business development opportunities with organizations/charitable giving programs.
- Update Raiser's Edge through proposals and actions for all third party events.
- Leads various local fundraisers and programs to engage community participation.
- Working alongside our Communication Department:
 - To create and manage online micro-sites for third party events.
 - Provide marketing support where needed such as posters, social media posts and online e-blasts.
 - Contribute to the Foundation's newsletter content and annual giving stories.

Online Giving Campaigns

- Establish strategy for all Online Giving campaigns including but not limited Mother's Day, Giving Tuesday and Year End.
- Work with Communications for implementation of campaigns.
- Establish metrics for success for online campaigns that are inclusive of online reach and financial success.
- Seek new opportunities when it comes to Online Giving initiatives.

Other

- Establish short and long-term goals and strategies to increase the number and amount of annual gifts.
- Work with Director, Annual Programs and Fulfillment to support direct mail campaigns, site wide employee giving and grateful patient programs.
- Take part in face-to-face visits for donors who are giving below the \$5,000 a year.
- Must be open to a flexible schedule as from time to time will be required to attend and support foundation and third party events outside of work hours.
- Other duties as needed

Qualifications

- Post-secondary degree or diploma preferred, or 2-4 years related work experience in fundraising, sales, events, marketing or account management
- Experience working on donor solicitation
- Experience in Third Party Event administration and working with databases
- High level of understanding and experience with computer programs such as Microsoft Office and Outlook
- Understanding of Raisers Edge or similar CRM database
- Evidence of superior relationship-building skills and interpersonal skills to engage stakeholders both internally and externally
- Excellent communication and public presentation skills with ability to present to both small and large groups
- Proven ethical practice using a high level of integrity and good judgment
- Attention to detail, strong organizational skills, and demonstrated ability to manage a variety of complex projects concurrently to a high standard of excellence
- Ability to work independently and in a team environment, and use independent judgement to troubleshoot issues
- A strong work ethic, combining energy, enthusiasm, initiative to exceed expectations
- CFRE designation or working towards it

**Additional Requirements**

Security Clearance Check All NEW employees are required to provide a successful satisfactory Canadian criminal record check and/or Vulnerable Sector Search prior to the start of their employment. The check must be specific to the role and must be dated no more than 90 days prior to the date on the written offer.

Physical Demands

Working at a desk or computer related work for long periods of time.

Hours of Work

7.75 hours per day Monday–Friday.

38.75 hours per week. Permanent 1.0 FTE.

Compensation Salary

Salary range for this position is \$55,000 to \$58,000. This is a full-time permanent position that includes a competitive benefits package.

Applying

Please forward resume with cover letter and salary range expectations to: careers@royalalex.org

Closing Date: This posting will be open until May 25th 2021

The Royal Alexandra Hospital Foundation is committed to an equitable, diverse, and inclusive workforce. We encourage applications from all qualified persons. The Royal Alexandra Hospital Foundation thanks all applicants for their interest in employment with us; however, only those selected for interviews will be contacted.