



Organization and Position Overview

Search for a Development Officer, Mid-Level Giving

ORGANIZATION OVERVIEW

Established in 1996, the Calgary Health Trust (CHT) was formed to coordinate the efforts of the then many separate health care foundations attached to individual hospitals and healthcare centres.

As a Calgary-based charity, CHT has raised funds to transform health care in Alberta by funding state-of-the-art technology, innovative programs, research and education.

Through the incredible generosity of its donors, CHT has helped to raise more than \$427 million for health care. Funds raised benefit Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, South Health Campus, many community health programs and 12 Carewest centres in the Calgary community.

Working closely with CHT partners, the CHT looks to identify the areas where philanthropy will have the greatest impact on health care within Calgary immediately and over the long-term.

CHT fundraising efforts focus on three healthcare priorities:

- developing world-class care;
- enhancing public and staff education about health care
- improving quality of life by accelerating research into action.

Health care touches all of us and CHT is proud to make a difference to the people they care about in particularly in the areas of:

- acute care;
- prevention and harm reduction;
- chronic pain clinic and outpatient care;
- palliative care; and
- labour and delivery and neonatal care.

CHT employs 26 dedicated professionals who work closely with Alberta Health Services (AHS) and community partners to identify key priorities where philanthropic supporters will ensure excellence.

THE ROLE

Reporting to the Director, Strategic Giving, the Development Officer, Mid-Level Giving will manage and implement a robust mid-level donor program with expected annual giving range of \$1,000+ to enhance the pipeline of major donor prospects.

This individual will be responsible for actively engaging with and managing a portfolio of about 300 - 450 donors. This means implementing effective cultivation, solicitation and stewardship strategies to grow program revenues and expand the donor file.

Mid-level Giving bridges the gap between Annual Giving and Major Gifts. It also helps to build a prospect pool of potential donors for Major and Planned Gifts. In this regard, the successful candidate will be expected to work in collaboration with all departments & stakeholders to ensure that donors can expect a seamless and rewarding philanthropic experience when giving to Calgary Health Trust.

REPORTING RELATIONSHIPS

Reports to: Director, Strategic Giving

Indirectly reports to: Vice President, Development, President and CEO,
Board/Board Committees/Fund Development Councils

KEY RESPONSIBILITIES

Manage and Grow the Mid-level Donor File (60%):

- Under the direction and supervision of the Director, Strategic Giving, manage a portfolio of 300 to 450 prospects on an ongoing basis
- Work with the Prospect Research and Major Gifts teams to identify and qualify donors based on their capacity, interest, linkage and readiness for mid-level or major gift giving
- Establish meaningful relationships with the most promising donors to cultivate and inspire their support
- Develop effective fundraising tactics to secure ongoing annual support from donors
- In collaboration with the Stewardship Officer, ensure ongoing donor loyalty through meaningful stewardship and recognition

Supporting Direct Marketing Campaigns (20%):

- Work closely with the Development Officer, Annual Giving and the Communications & Marketing team, develop a data-driven strategy for mid-level donors in each of the 4 to 5 annual direct marketing campaigns
- Help to steer the necessary segmentation strategies for mid-level donors and personal follow-up on appropriate donor segments for maximum fundraising impact
- Actively participate in the development of the critical path as it pertains to mid-level donors and work collaboratively with all stakeholders to ensure successful and timely implementation through the various stages and critical elements of each campaign (i.e. copy, design, data, production)

Other Fundraising Support (10%):

- Work with the Director, Strategic Giving to diversify and increase mid-level revenue and to develop new donor identification & retention processes to grow the file from year to year
- Produce written plans, project plans, strategic documents, critical path and scheduling, and develop and monitor KPIs and wrap-up reports on a regular basis
- Provide timely financial and program status reports to the Director, Strategic Giving, the Fundraising teams and other key stakeholders as needed
- Support the identification and cultivation of major gift donors and planned giving prospects
- Other duties as assigned

Donor Relations and Communications (10%):

- Support the identification and development of emotionally compelling stories that demonstrate the impact philanthropy has on the healthcare system
- Work with Stewardship and Communications teams to find meaningful ways to steward and engage with donors face-to-face

EXPERIENCE, QUALIFICATIONS AND EDUCATION

- A minimum of 5 years of progressive fundraising experience, plus a bachelor’s degree, or equivalent combination of education and experience
- CFRE designation considered an asset
- Knowledge and proven experience in mid-level giving and supporting Major Gifts and Planned Giving prospect identification
- Proven experience in managing a portfolio of donors and growing same year to year

ATTRIBUTES AND ABILITIES

- Exceptionally personable, with proven skills at building and maintaining supporter relationships and managing donor expectations
- Familiarity with best practices in direct mail, marketing integration, email marketing, and online integration as it relates to mid-level giving
- Proficiency in Raiser’s Edge, especially in the use of dashboards and queries, considered an asset
- A passion for healthcare fundraising
- Excellent communications skills (written and verbal)
- Intermediate to advanced working knowledge of Microsoft Excel
- Strong analytical skills, attention to detail and commitment to accuracy
- Tactful, poised and professional
- Creative, innovative with a strong understanding of how to identify, monitor and mitigate financial or reputational risks
- Well organized and able to effectively manage tight timelines and multiple priorities
- Decisive and resourceful, flexible and adaptable to rapid changes as well as ability to anticipate and maximize opportunities

- A keen learner, who is driven by the desire to learn and expand their knowledge

WORKING CONDITIONS

- Primarily sedentary office work with long periods of time at a computer
- Occasional travel to various sites around Calgary may be required (i.e. hospitals, events)

FOR ADDITIONAL INFORMATION

- www.calgaryhealthtrust.ca
- To explore this opportunity further, please send your resume and cover letter, in confidence, no later than April 3, 2019 to:

Karen Longden
Manager, People Services
karen.longden@calgaryhealthtrust.ca

- The position will be filled as soon as a suitable candidate is identified.