



Organization and Position Overview

Search for a Development Officer, Annual 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, Annual Giving plans, implements and executes cost-effective and highly sustainable Annual Giving Programs to build ongoing philanthropic partnerships with donors, including: Direct Marketing (direct mail, email

and online), Monthly Giving, Telemarketing, Tributes, general donations, physician giving, Grateful Patient, and gifts from hospital sites.

This individual will be responsible for expanding and managing Calgary Health Trust's annual donor file, and will design and implement the appropriate cultivation, solicitation and stewardship strategies to accomplish this goal. This individual will also implement fundraising best-practices to acquire, reactivate, retain and upgrade donors through strategic and innovative mass marketing and personal fundraising techniques.

The successful candidate will work in close collaboration with Calgary Health Trust's Communications, Stewardship, and Development teams to ensure that all donors have an exceptional and fulfilling philanthropic experience.

REPORTING RELATIONSHIPS

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| Reports to: | Director, Strategic Giving |
| Indirectly reports to: | Vice President, Development, President and CEO, Board/Board Committees/Fund Development Councils |

KEY RESPONSIBILITIES

Manage The Direct Marketing Program:

- Work with the Director, Strategic Giving to develop a data-driven strategy for all direct marketing campaigns (4 – 5 campaigns annually); research, interview and develop emotionally compelling stories; determine donor segmentation, targeting and channel distribution strategy and ensure the timely production of each campaign
- Develop critical path and work 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)
- Work with various suppliers and partners to represent the interests of Calgary Health Trust as it relates to direct mail, email and online marketing

Manage The Monthly Giving Program:

- Work with the Director of Strategic Giving to expand CHT's monthly donor acquisition and conversions programs
- Work with suppliers, partners and other key stakeholders to ensure program stability and continued growth

Other Fundraising Support:

- Work with the Director of Strategic Giving to diversify revenues and grow affinity of all donors through mass marketing initiatives
- Provide timely financial and program status reports to the Director of Strategic Giving, the fundraising teams, and other key stakeholders as needed
- Support the growth of the mid-level donor program (\$1,000+) in close collaboration with the Development Officer, Mid-Level Giving and Major Gifts teams
- Support the identification of Planned Giving donors and prospects through mass marketing initiatives
- Other duties as assigned

Donor Relations and Communications:

- Work with other teams to develop emotionally compelling stories that demonstrate the impact philanthropy has on the healthcare system
- Ensure the appropriate segmentation and channel distribution strategies to reach the right donor with the right message for the best fundraising results possible
- Liaise with and manage donor inquiries and expectations as they relate to providing donors with an exceptionally rewarding and fulfilling experience every time they give
- Work with Stewardship and other member of the fundraising team to manage and steward donors

EXPERIENCE, QUALIFICATIONS AND EDUCATION

- A minimum of 5 years of progressive fundraising experience
- A bachelor's degree, or equivalent combination of experience and education
- Experience in direct mail marketing (copy, data, design, production)
- Knowledge of best practices in direct mail, marketing integration, email marketing, and online integration
- Strong familiarity with monthly giving practices, including experience in one or more of: door-to-door marketing, telemarketing, direct marketing, online and employee giving
- Knowledge and familiarity with mid-level giving and supporting of Major Gifts and Planned Giving prospect identification
- Familiarity and knowledge of best practices for monthly giving

ATTRIBUTES AND ABILITIES

- Passion for healthcare fundraising
- Excellent communications skills (written and verbal)
- Proficiency in database use (Raiser's Edge) and Microsoft Excel

- Strong analytical skills
- Attention to detail and commitment to accuracy
- Strong interpersonal skills; adept at building relationships and managing donor expectations
- Creative and 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
- Flexible and adaptable to change
- Tactful, poised and professional
- A drive to succeed and keen to learn and expand knowledge

WORKING CONDITIONS

- Primarily sedentary office work with long periods of time at a computer

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.