

Queensway Carleton Hospital Foundation Job Description

Annual Giving Program Manager

Reporting To: Philanthropy Vice President

Start Date: January 6, 2025

Proposed Salary Range: \$80,000 to \$110,000 with a full range of benefits, including a defined benefit pension through HOOPP and annual vacation of 4 weeks.

Position: Permanent, full time based on 37.5 hour work week

About QCH Foundation:

Queensway Carleton Hospital is committed to providing a healthy, safe, and inclusive work environment for everyone. Together, with the incredible support from our community, we are enabling excellence in patient care and innovation in healthcare at Queensway Carleton Hospital.

The QCH Foundation is seeking an experienced, effective and innovative annual giving professional to manage and grow annual support for Queensway Carleton Hospital. Reporting to the VP of Philanthropy, the successful candidate will be responsible for planning, implementing, monitoring and evaluating an integrated program of direct marketing activities (mail and email) to acquire new donors and retain, renew and upgrade support from current annual supporters.

As the QCH Foundation launches the most ambitious capital campaign it has ever undertaken, the Annual Giving Program Manager will be a key member of the fundraising team, developing a multi-year plan to significantly grow the annual supporter base and build the foundation for the future success of the campaign. The successful candidate will work collaboratively with other members of the team to build strategies for engaging and encouraging annual donors to give at higher levels

Roles and Responsibilities

- Prepare Annual Giving Program strategic plan and schedule of print and electronic appeals with responsibility for revenue targets and donor pipeline development, along with other metrics, including donor counts, acquisition, retention, reactivation, upgrades and appeal performance.
- Create and manage an annual budget for the production and execution of Annual Giving Program and monitor regularly to fiscal responsibility.
- Manage the development of the creative brief and writing of e-appeals, and work collaboratively with the team on the creation of campaign assets, their production and deployment. Deliver all collateral materials as required to both internal and external suppliers.
- Drive initiatives that lead to higher donor conversion rates and increased contributions. Enhance the monthly giving strategy to maximize stable revenue.
- Monitor, evaluate and report regularly to leadership on appeal results, and achievement of program goals.
- Manage and enhance awareness and giving opportunities for Tribute, Champion of Care, and In Honour donation programs.
- Adjust strategies and tactics as needed to maximize efficiency and effectiveness of the Annual Giving Program and ensure goals are met.

- Develop and implement an effective acquisition and reactivation strategy to grow the annual donor base and contribute to the donor pipeline for the campaign and other fundraising programs.
- Collaborate with the team to develop and integrate all branding design elements and fundraising messages associated with the annual plan, including appeals, impact reports, newsletters, donor proposals, case for support, and annual report.
- Create and run queries and reports to extract data for appeals, strategic planning and monitoring and evaluation of the program. Liaise with the data team to ensure best practices and procedures are implemented and followed so that high quality data is available to execute annual plans.
- Work with printers, mail house, Canada Post and other suppliers to ensure cost effectiveness of the program and identify areas for cost savings.
- Ensure that all Annual Giving Program initiatives comply with national and provincial regulations including, but not limited to PIPEDA, PHIPPA, CRA, Imagine Canada's Ethical Fundraising and Financial Accountability Code and AFP's Code of Ethical Principles and Standards.
- Plan and oversee the execution of prompt and appropriate stewardship of Annual Giving Program donors, including thank you letters, email, phone calls, and recognition on the donor wall as giving milestones are achieved.
- Provide a sustainable prospect pipeline for transition of Annual Giving Program donors to alternate mid-level or leadership gift programs and facilitates re-entry of leadership gift donors back to the Annual Giving Program in a timely manner.
- Ensure that all language is inclusive and reflective of the community that is served by Queensway Carleton Hospital.
- Proactively keep up with industry trends and best practices in direct response and annual giving to appropriately identify new and innovative opportunities to enhance and grow the program
- Other duties as assigned in order to meet the overall goals and objectives of the Queensway Carleton Hospital Foundation.

Knowledge and Experience

- Relevant post-secondary degree or diploma (example: Public Relations, Fundraising, Entrepreneurship, Business), or relevant combination of education and / or experience working in the not-for-profit sector. CFRE designation preferred.
- Blackbaud Certified Raiser's Edge Professional considered an asset.
- Demonstrated track record of developing and executing successful annual fundraising strategies
- A minimum of five (5) years direct response fundraising experience within the charitable sector or non-governmental organization
- High level of expertise with Raiser's Edge queries, reports, dashboards and analytics
- Experience with Luminate Online or similar platforms
- Strong background in appeal segmentation, and experience analyzing datasets, and deriving insights from multiple streams of information
- Excellent writing, editorial, and overall communications skills including a sound familiarity with the direct mail style, donor-centric language and direct marketing best practices
- Demonstrated success creating inspiring and engaging print and digital appeals, coordinated across various channels
- Strategic and forward thinking
- Excellent organizational and project management skills with the ability to handle multiple projects, set priorities, and meet deadlines
- High level of attention to detail and accuracy

- Demonstrated budget management skills
- Dependable, flexible, and resourceful with excellent team and interpersonal skills
- Proficient in Microsoft Office Suite (including PowerPoint, Excel and Word).

Personal Attributes:

- Work as a team player promoting a positive and professional work environment and conduct role with integrity and respect.
- Act as an Ambassador throughout the community, positively representing the Foundation.
- Abide by the policies and procedures of the Foundation and the Hospital.
- Operates within culture and core values of the organization.

Work Environment

Based out of a typical office environment with the opportunity to work from home 2-3 days per week. This position is required to work evenings and weekends from time to time. This is a full-time position with health benefits and a competitive pension plan.

QCH Foundation is an equal opportunity employer committed to providing purposeful work in a donor-centred environment. All qualified applicants will receive consideration for employment in a framework of respect, inclusivity and diversity.

How to Apply:

Please forward your resume and cover letter in confidence to gchfound@qch.on.ca by Monday, December 2, 2024. Qualified applicants are encouraged to apply as soon as possible and be available for interviews, which will be scheduled as applications are received. While QCH Foundation thanks all applicants for their interest, only those applicants selected for an interview will be contacted.