

## We're looking for the next great member of our team!

### ***Peterborough Regional Health Centre Foundation is seeking a Charitable Giving Advisor, Community Giving (Contract – Temporary, Full-time)***

At PRHC Foundation, supporting outstanding patient care has been our purpose, promise and passion for more than 35 years. Our vision is simple. We work with the community to invest in the state-of-the-art equipment and technology that PRHC's healthcare professionals must have in order to deliver the very best patient care – the kind of outstanding care that everyone wants for the people they care about.

Donor investment has helped to determine the standard of care received by hundreds of thousands of patients – bridging the gap between adequate and excellent healthcare. Donors help fund the technology that forms the backbone of patient care and brings new life-saving services to our region. And by securing the best equipment, philanthropy also helps PRHC to attract and retain expert doctors, nurses and staff by ensuring they have the tools they need to deliver the best patient care every day.

Join our team and help us equip PRHC's expert healthcare professionals with the tools they need to bring the best, most innovative procedures to our hospital.

#### **Position Title: Charitable Giving Advisor, Community Giving**

Community Giving Programs\* are at the heart of the PRHC Foundation's fundraising efforts and act as the main point of entry and engagement for the majority of our donors. In addition to providing a vital source of flexible funding from a large and stable base of supporters, they are also one of the most effective means of building long term donor relationships.

Strategically, they allow us to achieve our fundraising and relationship goals by building loyalty to and affinity for our cause through our targeted mass communications, direct response, and stewardship efforts, helping us identify and engage new donors, grateful patients, ambassadors/influencers and volunteers, and providing opportunities to develop future intermediate, major and planned gifts.

The Charitable Giving Advisor, Community Giving is responsible for managing creative, efficient and sustainable ways of identifying, acquiring, engaging, retaining and stewarding our current and future **direct response** community donors through targeted and mass market fundraising and communications strategies. Responsibilities include the execution and analysis of the following programs:

- Direct Mail
- Online Giving
- Monthly Giving
- Tribute Giving
- Celebration Giving

The goal of this program/position is to achieve annual revenue targets by focusing on donor retention and gift conversion (upgrading/reengagement & stewardship). Also of importance will be a focus on donor identification and acquisition, and an ongoing effort to seek/develop ways to achieve overall growth in the community giving program in general.

This will be achieved through a holistic team approach to all community giving programs, using a combination of thoughtful data analysis, strategic execution of our annual operating plan as it relates to direct response activities, and the ability to strategically assess and take advantage of new opportunities as they arise in the new, more nimble fundraising environment.

*\*Donors who give at the \$10-\$1,000 (Annual) & \$1,000-10,000 (Intermediate) levels*

*Reports to:*

- Manager, Community Giving & Engagement

*Collaborates with:*

- Charitable Giving Advisor, Legacy & Leadership Giving
- Charitable Giving Advisor, Community Engagement & Business Development (under development)
- Gift Processing Officer

**Key responsibilities:**

***Direct Mail (% of Time – 70%)***

*Core Responsibilities:*

- Implement DM strategy and achieve appeal and overall revenue objectives (with focus on retention and gift conversion)
- Execute all elements of direct mail program including letter content strategy, design, printing direction and deadline management, as well as direct mail production management
- Execute data pulls for the direct mail program, including leadership and intermediate mailings
- Ensure prompt and customized thank you communications
- Execute other queries as required (special events, promotions, targeted appeals, etc.)
- Liaise with Gift Processing Officer to convey gift processing coding, and ensure effective and efficient processes to generate receipts and thank you letters on a timely basis
- Analyze and report on results quarterly and annually; work with Manager, Community Giving & Engagement to adapt plan as required
- Collaborate with Charitable Giving Advisor, Legacy & Leadership Giving to determine movement of donors between Intermediate/Direct Mail and Intermediate/Individual Giving
- Collaborate with Charitable Giving Advisor, Community Engagement & Business Development to develop strategy to integrate/engage these donors appropriately into direct response
- Plan and execute direct mail donor stewardship activities
- Plan and execute strategic donor “thank-a-thons”
- Participate in RE Users Group

***Online (% of Time – 15%)***

*Core Responsibilities:*

- Execute online giving donor acquisition, engagement and retention strategy based on industry best practice including goal setting, tracking and analysis
- Execute corresponding online communications/stewardship strategy to support online giving, including input into website content and development, e-newsletters, donor welcome packages, and other touch points in collaboration with the Manager, Community Giving & Engagement
- Work with Charitable Giving Advisor, Community Engagement & Business Development to build an integrated social influencing/online giving strategy
- Understand and execute online strategies in adherence to Canadian Anti-Spam Legislation (CASL) and all appropriate privacy legislation/ethics

- Plan/execute social/digital promo specific to online giving
- Plan and execute online donor stewardship activities

### **Monthly Giving (% of Time – 10%)**

#### *Core Responsibilities:*

- Execute monthly donor acquisition, engagement and retention strategy specific to monthly giving (both online and offline)
- Identify and execute opportunities to promote monthly giving across all communications channels, in collaboration with the Manager, Community Giving & Engagement
- Plan/execute social/digital promo specific to monthly giving
- Plan and execute monthly donor stewardship activities

### **Tribute/Celebration Giving (% of Time – 5%)**

#### *Core Responsibilities:*

- Continue to develop and grow tribute/celebration giving programs to achieve revenue targets, obtain maximum results and retention, and engage patients/donors who have stories to share.
- Work with donors/patients/staff to uncover, vet, store, track and manage patient testimonials, work with Manager, Community Giving & Engagement to secure approval
- Coordinate presentations at departmental meetings across the hospital, working with Foundation and hospital managers to implement program
- Plan/execute social/digital promo specific to Tribute/Celebration Giving activities and events
- Plan and execute tribute donor stewardship activities
- Manage volunteer(s)

### **Other duties:**

- Build capability and understanding of direct response methodologies to advance program success
- Work efficiently and collaboratively with the Annual team to ensure all community giving programs are implemented and programmatic goals are achieved
- Be accountable for developing and delivering revenue objectives for community giving program and related areas of annual giving as a whole
- Attend/present at occasional events as required
- Collaborate with Manager, Communications & Event and Charitable Giving Advisor, Community Engagement & Business Development to develop, manage and be accountable for the community giving budget. An intricate level of budgetary knowledge and expertise is required.
- Provide front desk coverage as required

### **Other Expectations:**

- Maintain donor confidentiality and protect PRHC Foundation operations by keeping information confidential
- Adhere to AHP & AFP Codes of Ethics and Donor Bill of Rights
- Maintain skills/knowledge by attending educational sessions and keeping informed of PRHC Foundation and PRHC policies and procedures
- Be an ambassador for PRHC and the PRHC Foundation

### **Qualifications:**

- Minimum two years' experience in fundraising communications and/or direct response/mass fundraising and/or experience in a related field
- Demonstrated success leading direct mail programs and knowledge of direct mail techniques would be an asset

- Experience in data extraction and manipulation (preferably using Raiser's Edge) would be an asset
- Experience in online fundraising strategy and communications, and/or knowledge of online giving best practices and trends, would be an asset
- Proven experience in building relationships with donors/stakeholders/constituents
- Minimum college degree or equivalent experience

**Skills, attributes and experience:**

- A passion for PRHC and healthcare fundraising
- Excellent strategic, written and verbal communication skills
- The ability to think strategically/analytically
- A creative approach to problem solving
- Strong project management skills
- Attention to detail and absolute commitment to accuracy
- Effective and collaborative team player, sharing information freely, working in a team to achieve overall goals
- Good interpersonal skills; adept at building relationships
- Well organized, flexible and able to effectively juggle multiple priorities effectively under tight timelines and collaborate with peers
- Highly professional
- Creative, innovative and resourceful
- Sense of humour, energetic and positive attitude
- A drive to succeed personally and to support success
- Complete confidentiality and discretion, tact and poise, sound judgment

**Working environment:**

- Full-time, contract position
- Evenings or weekends for event attendance and/or related donor engagement activity will be required and will be covered by our flex-time policy which allows staff to take equivalent time off
- Valid driver's license and access to a vehicle is required

**How to apply:**

- Resumes should be submitted via email to [foundation@prhc.on.ca](mailto:foundation@prhc.on.ca).
- Please site the position title in the subject line of your email
- Deadline for application is Friday, May 11, 2018

Thank you for your interest! Please note, only successful applicants will be contacted. No phone calls please.