



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

Peterborough Regional Health Centre Foundation is seeking a Charitable Giving Advisor, Community Engagement & Business Development

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 Overview:

Community Giving Programs (*donors who give at the \$10-\$999/ Annual or \$1,000-10,000/Intermediate levels*) are at the heart of the PRHC Foundation's fundraising efforts and serve 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.

The Charitable Giving Advisor, Community Engagement & Business Development builds excitement and enthusiasm for our cause by engaging donors and volunteers who wish to support the hospital through special events, cause marketing, innovative business partnerships, and/or social influencing - laying the foundation for long-term partnerships, as well as future intermediate, major and planned gifts.

As a key ambassador in the community and surrounding region, this position is responsible for identifying new, innovative ways to engage and retain donors from across the hospital, community and surrounding region. This includes working with new and existing community event organizers and volunteers, event donors, sponsors, staff, grateful patients, and online ambassadors/influencers.

The position requires a creative, innovative and entrepreneurial approach to seeking out existing and new opportunities as they arise in the new, more nimble fundraising environment. It will also rely on a holistic, strategic and team approach to all community giving programs as we look for opportunities to further engage and retain new donors that arrive through community engagement and business development activities.

In addition to being responsible for achieving programmatic revenue targets and relationship objectives, this position collaborates with the Director, Communications & Community Engagement to develop and manage programmatic budgets.

Reports to:

- Director, Communications & Community Engagement

Key responsibilities:

Community Events

- Prospect, cultivate, engage and support new and existing community events and build next generation of donors

- Develop and maintain a community event guide
- Work with Director, Communications & Community Engagement to support the planning and execution of PRHC Foundation signature events as required
- Assist with recruitment/coordination of signature and community event volunteers as required; provide effective management and expert guidance
- Leverage online technology to build digital engagement and increase average event-related gifts
- Plan and execute communications efforts (including social/digital) for signature/community activities and events
- Steward existing community events through existing communications and stewardship events;
- Attend community events as PRHC Foundation representative, coordinate recognition efforts, ensure PRHC Foundation brand is being presented accurately with approvals met as required
- Strategically attend external events to build relationships and look for existing/new opportunities
- Work with Director, Communications & Community Engagement to ensure preparation of communication materials for 3rd party events/cause marketing as required (e.g. posters, postcards, brochures, etc.)
- Ensure compliance with all community event related policies and insurance requirements

Cause Marketing & Business Development

- Apply an entrepreneurial mindset and strategically applied fundraising tactics to prospecting, cultivating, executing and stewarding new and existing cause marketing and business innovation efforts and opportunities
- Build existing initiatives, particularly looking for regional opportunities for growth and multi-year commitments
- Continue to look for new opportunities for alternative revenue sources both inside and outside PRHC; create buzz around innovative, non-traditional partnership opportunities with local influencers, businesses and/or groups
- Secure sponsorship at the annual level for Foundation special events, including Major Gift cultivation events, Young Leaders Advisory Council (YLAC) events, and key community events as required
- Work with Major Gifts team to support \$10,000+ corporate partnerships that have a cause marketing component or opportunity
- Effectively engage cause marketing and business development organizers/partners in both ongoing and targeted stewardship efforts to ensure communication of impact and the ongoing health of relationships
- Plan and execute communications efforts (including social/digital) for cause marketing/business development activities and events

Staff Giving

- Manage the staff 50/50 lottery (with support from Community Engagement Assistant) including licensing process and ensure adherence to lottery regulations and terms/conditions (with oversight from Supervisor, Finance & Administration and CEO); strategically manage bi-weekly staff lottery email to maximize impact and build positive relationships with hospital staff
- Plan/execute staff mini-campaigns built around hospital departments/areas, aiming to engage staff in learning more about the Foundation's work and the role of donors in providing excellent patient care, and inspiring them to become donors and fundraisers; recruit and lead staff volunteers
- Develop interactive, fun and robust staff giving/stewardship program and seek opportunities to convert employee donors to annual donors, gain annual support and build a culture of philanthropy
- Plan and execute communications efforts (including social/digital) for staff giving activities and events

Social Influencing Initiatives & Partnerships

- Identify, engage, cultivate, and steward young professionals (aged 29-45) over the long-term, building affinity for our cause, advocacy and expand networks
- Provide support for Young Leaders Advisory Council (YLAC) and existing social influencing partnerships; capitalize on advocacy and engagement stemming from YLAC and support any initiatives (events, peer-to-peer online fundraising, etc.) that the Council generates and/or connects to the Foundation
- Identify and work with online “ambassadors” and create fundraising/engagement strategies that will move them through the sales funnel, taking them from “lead” to “donor”
- Plan and execute communications efforts (including social/digital) specific to YLAC activities and events

Other duties:

- Build capability and understanding of best practice in all areas of responsibility
- Work efficiently and collaboratively with the Annual/Major Gift team to ensure all community engagement and business development programs are implemented and programmatic goals are achieved
- Develop systems to measure and monitor programmatic goals, perform annual analysis on all areas of responsibility

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 three years’ experience in fundraising, event planning, business development, cause marketing, sales/marketing and/or a related field
- College or University degree in relevant area
- Demonstrated success in identifying and building new fundraising or business partnerships
- Demonstrated success in event management or equivalent
- Demonstrated success in volunteer management would be an asset
- Demonstrated experience in social influencing/marketing and/or knowledge of best practices and trends would be an asset
- Experience in online fundraising platform management would be an asset

Skills, attributes and experience:

- A passion for PRHC and healthcare fundraising
- Innovative, entrepreneurial and resourceful by nature
- Able to think strategically and creatively when approaching any opportunity or challenge
- Excellent written and verbal communication skills
- Strong project management skills, attention to detail, and the ability to follow through
- Excellent interpersonal skills; highly adept at building relationships
- Well organized, flexible and able to effectively juggle multiple priorities effectively under tight timelines and collaborate with peers
- Highly professional

- 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, permanent
- Evenings and 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.
- Please site the position title in the subject line of your email
- Deadline for application is Wednesday, June 6, 2018

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