

**CHARITABLE GIVING ADVISOR,
COMMUNITY GIVING & ENGAGEMENT****FULL-TIME, PERMANENT**

Position Overview

Community Giving & Engagement (Annual) Programs form the foundation of the PRHC Foundation's fundraising efforts and act as the main point of entry and engagement for most of our donors. In addition to providing a vital source of flexible funding from a large and generally predictable 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, helping us identify and involve new leaders, ambassadors and volunteers, and providing opportunities to develop future intermediate, major and planned gifts.

The **Charitable Giving Advisor, Community Giving & Engagement**, plays a key role within the Community Giving & Engagement (Annual) Program portfolio. This position is responsible for planning, executing, and analyzing activities to achieve annual revenue and operational goals. The role focuses on developing innovative, strategic, and sustainable approaches to identify, acquire, engage, retain, and steward both current and future community donors and ambassadors, leveraging targeted and mass-market fundraising, digital engagement, and communication strategies.

This role ensures the Raiser's Edge database, a critical tool for the organization, is maintained to the highest standards, including accurate donor tracking, activity monitoring, and analysis to assess cultivation effectiveness. Advanced expertise in Raiser's Edge is also applied to conduct queries and generate insights to drive success in direct response programming. With support from the Manager, Community Giving & Engagement, the responsibilities of this role include the development, execution and analysis of the following programs:

- Direct Response (Direct Mail)
- Online Giving
- Monthly Giving
- Tribute Giving
- Memorial Giving
- Stewardship for Community Giving Program

Bringing best practices and data/peer-informed strategies to these programs, you will achieve success by achieving annual revenue targets and program-related metrics, with a focus on donor identification, acquisition, cultivation, retention, conversion (upgrading/re-engagement) and mobility, as well as effective donor stewardship for annual donors. You'll also work with your colleagues to achieve overall growth in the community giving programs in general.

As an organized, flexible and collaborative team player, you bring a range of excellent organizational and communication skills to our efforts. Interacting with donors and volunteers regularly, you are warm, enthusiastic and engaging, with strong social skills. You are also a positive, resilient, self-directed and organized person who is comfortable balancing multiple priorities, and who excels and thrives in an environment where activities and results are measured.

Reports to:

- Manager, Community Giving & Engagement

Collaborates closely with:

- Charitable Giving Advisor, Community Engagement & Business Development
- Communications team
- Gift Processing Officer

Key Responsibilities

- With support from the Manager, Community Giving & Engagement, you will develop, execute and evaluate strategic direct mail, online, monthly, tribute and memorial giving acquisition, engagement, retention and stewardship strategies based on industry best practices including goal setting, tracking and analysis
- Be accountable for developing and delivering revenue goals for all above programs and related areas
- Collaborate with the Manager, Community Giving & Engagement and Communications team to lead the development of key messages and create impactful communication materials to support direct response programs
- Execution of all elements of the direct response strategies (in consultation with the Manager, Community Giving & Engagement), including:
 - Overall strategy, timing and content development
 - Production and deadline management
 - Data management and extraction
 - Gift acknowledgment and stewardship
 - Ambassador solicitation and relationship management
 - Appropriate tracking/coding in Raiser's Edge (ex.: global adds, appeal codes, queries)
- With support from the Manager, Community Giving & Engagement, you will develop and execute dynamic, meaningful stewardship touchpoints to communicate impact, express gratitude and ensure donor confidence and ambassador engagement
- With support from the Manager, Community Giving & Engagement, you will adhere to budget and monitor the effectiveness of resource allocation; analyze and report on results; adapt the plan as required
- Collaborate with colleagues in Annual Giving and Major Gifts to support donor mobility and identify potential prospects, in alignment with the Foundation's prospect management process
- Build relationships with donors and uncover testimonials to support storytelling efforts, working with Communications to vet, store, track, and secure approvals
- Liaise with the Gift Processing Officer to convey and ensure the accuracy of gift processing entry, and ensure effective and efficient processes to generate receipts and thank you letters (in accordance with gift processing policies and processes)
- Develop and maintain all programmatic procedures and training materials/manuals
- Manage all program-related suppliers (internal and external) to meet objectives, maintain relationships and deliver top-quality products:
 - Mail house
 - Canada Post
 - Other vendors as needed
- Ensure upkeep and maintenance of Raiser's Edge database through diligent entry and tracking of donor information, activity, status of activity and value of cultivation effort
- Provide expertise in Raiser's Edge database to perform queries and analysis for all direct response programs

- Maintain knowledge of industry best practices and benchmarking within your programs; maintain relationships with industry peers
- Ensure compliance with privacy legislation and maintain up-to-date knowledge of and adherence to Canadian Anti-Spam Legislation (CASL) and all appropriate privacy legislation/ethics

Qualifications

- Minimum three years of experience in direct response, digital, or mass-market fundraising, including fundraising communications (or equivalent)
- College or university degree in a relevant area
- Demonstrated success leading direct response and annual giving level programs; knowledge of direct mail techniques would be an asset
- Experience in data extraction and manipulation, preferably using Raiser's Edge NXT 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

Skills, Attributes and Experience

- A passion for PRHC and healthcare fundraising
- Excellent strategic, written and verbal communication skills
- A strong sense of resiliency
- 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 juggle multiple priorities effectively under tight timelines and collaborate with peers
- Highly professional
- Creative, innovative and resourceful
- A drive to succeed personally and to support team success
- Complete confidentiality and discretion, tact and poise, sound judgment

Other Expectations

- Embrace, demonstrate and encourage the values outlined in the PRHC Foundation Culture Code
- Maintain donor confidentiality and protect PRHC Foundation operations by keeping information confidential
- Adhere to AHP and AFP Codes of Ethics and Donor Bill of Rights
- Maintain skills/knowledge by attending educational sessions and keeping informed of PRHC Foundation policies and procedures
- Be an enthusiastic ambassador for PRHC and the PRHC Foundation

Working Environment

- Full-time, permanent position based on-site at the hospital in Peterborough

- Normal working hours are Monday to Friday, 8:30 am to 4:30 pm
- Cyclical and/or occasional evenings or weekends for event attendance and/or related donor engagement activity during peak periods will be required
- Valid driver's license and access to a vehicle required

Hybrid Work Option

While this role is primarily based on-site at PRHC, a hybrid work arrangement may be discussed with the Manager, based on day-to-day program needs, event requirements, and operational priorities. Flexibility will be determined in alignment with the Foundation's commitment to performance, collaboration, and service excellence.