



## Senior Annual Giving Officer

Calgary Health Foundation is a philanthropic organization established in 1996 to unite donors, hospitals, health care providers and community partners with the ambitious aim of revolutionizing health outcomes. Together, we continue to transform lives by establishing extraordinary health programs — early stroke intervention, a world class urology clinic and brain institute, precision neonatal care and advanced trauma centres. Through collaboration, unrelenting persistence and a sharp focus on care, wellness and research, we are unyielding in our efforts to ensure Calgarians receive the most progressive health care in the world — because our loved ones and yours deserve nothing less.

### THE ROLE

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Reporting to the Director, Strategic Giving, the Senior Annual Giving Officer is responsible for planning and executing integrated direct response fundraising campaigns that encourage new and existing supporters to fund projects that enhance health care outcomes for people in Calgary. The Senior Annual Giving Officer is an experienced fundraiser who uses donor-centric communications to grow and sustain donor's engagement and commitment.

### KEY RESPONSIBILITIES

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- Develop data-driven strategies for all direct marketing appeals, including donor segmentation, targeting and channel distribution strategy
- Develop critical paths and work with all stakeholders to ensure successful and timely implementation of direct marketing appeals (i.e. copy, design, data, production)
- Work with various suppliers and partners to represent the interests of Calgary Health Foundation as it relates to direct mail, email and online fundraising
- Work with a range of internal and external stakeholders to drive success in monthly giving, including acquisition, cultivation and retention activities
- Manage all data preparation and reporting requirements for monthly giving programs
- Drive internal process optimization and automation for the monthly giving program, helping to analyze, document and manage adoption of new processes
- Work with suppliers, partners and other key stakeholders to ensure monthly giving program stability and continued growth
- Work with the Director, Strategic Giving to diversify sources of revenue and grow affinity of all donors through mass marketing initiatives
- Prepare timely financial and program status reports as needed
- Support the growth of the mid-level donor program and the identification of Planned Giving donors and prospects through mass marketing initiatives
- Work with other internal teams to develop emotionally compelling stories that demonstrate the impact philanthropy has on the healthcare system
- Develop targeted messaging, segmentation and distribution strategies with the aim of achieving maximum return on investment
- Support the development of customer service practices that provide donors with an exceptionally rewarding and fulfilling experience every time they give
- Work with Donor Relations and fundraising teams to effectively steward donors after each appeal or fundraising initiative
- Other duties as assigned

## **EXPERIENCE, QUALIFICATIONS AND EDUCATION**

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- A minimum of 7 years of progressive fundraising experience
- A bachelor's degree in marketing or a related field, or an 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
- A strong data practitioner with knowledge of best practices in the management of data within a non-profit environment
- Very strong proficiency with Microsoft Office products, with advanced skills in Excel
- Experience and skill working with CRM systems, including Raiser's Edge or an equivalent system, including data segmentation and extraction, mass data uploads, and reporting
- Knowledge of best practices related to mid-level giving and supporting Major Gift and Planned Giving prospect identification

## **ATTRIBUTES AND ABILITIES**

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- A strategic mindset and a high level of detail-orientation
- Strong project management, time management, and organizational skills
- Ability to translate analytical insights and segmentation plans into creative direction and content creation
- Strong interpersonal skill; adept at building long-term partnerships with internal and external stakeholders
- Creative and innovative with a strong understanding of how to identify, monitor and mitigate financial or reputational risks
- Ability to create and present reports, analyze data and produce recommendations

## **WORKING CONDITIONS**

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- Primarily sedentary computer work

## **APPLICATION INFORMATION**

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Please note that all Calgary Health Foundation employees are required to provide proof of full COVID-19 immunization upon hire as a condition of employment.

To explore this opportunity further, please send your resume and cover letter, in confidence, no later than January 10, 2022 to:

Karen Longden  
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