



## **Development Officer – Mid-level Giving Full time Permanent (38.75 hours/week)**

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 Development Officer, Mid-Level Giving manages and implements a robust mid-level donor program with expected annual giving range of \$1,000+ to enhance the pipeline of major donor prospects. This individual is responsible for actively engaging with and managing donor portfolio. This means implementing effective cultivation, solicitation and stewardship strategies to grow program revenues and expand the donor file. Mid-level Giving bridges the gap between annual giving and major gifts. It also helps to build a prospect pool of potential donors for major and planned gifts. The Development Officer, Mid-Level Giving works in collaboration with all departments and stakeholders to ensure that donors can expect a seamless and rewarding philanthropic experience when giving to Calgary Health Foundation.

### **KEY RESPONSIBILITIES**

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- **Manage and Grow the Mid-level Donor File (60%):**
  - Build the mid-level fundraising strategy and work collaboratively with the fundraising team to oversee and manage a portfolio of donors and prospects
  - Work with the prospect research and major gifts teams to identify and qualify donors based on their capacity, interest, linkage and readiness for mid-level or major gift giving
  - Create a giving society to engage and inspire support from like-minded prospects and donors
  - Establish meaningful relationships with the most promising donors to cultivate and inspire their support
  - Develop effective fundraising tactics to secure ongoing annual support from donors

- In collaboration with the Donor Relations Manager, ensure ongoing donor loyalty through meaningful stewardship and recognition
- **Support Direct Marketing Campaigns (20%):**
  - Work closely with the Senior Annual Giving Officer and the communications and marketing team, develop a data-driven strategy for mid-level donors in annual direct marketing campaigns
  - Help to steer the necessary segmentation strategies for mid-level donors and personal follow-up on appropriate donor segments for maximum fundraising impact
  - Actively participate in the development of the critical path as it pertains to mid-level donors and work collaboratively with all stakeholders to ensure successful and timely implementation through the various stages and critical elements of each campaign (i.e. copy, design, data, production)
- **Other Fundraising Support (10%):**
  - Work with the Director, Strategic Giving to diversify and increase mid-level revenue and to develop new donor identification and retention processes to grow the file from year-to-year
  - Produce written plans, project plans, strategic documents, critical path and scheduling, and develop and monitor KPIs and wrap-up reports on a regular basis
  - Provide timely financial and program status reports to the Director, Strategic Giving, the fundraising teams and other key stakeholders as needed
  - Support the identification and cultivation of major gift donors and planned giving prospects
  - Other duties as assigned
- **Donor Relations and Communications (10%):**
  - Support the identification and development of emotionally compelling stories that demonstrate the impact philanthropy has on the healthcare system
  - Work with donor relations and communications teams to find meaningful ways to steward and engage with donors face-to-face

## **EXPERIENCE, SKILLS AND QUALIFICATIONS**

- A minimum of three years of progressive fundraising experience, plus a bachelor's degree, or equivalent combination of education and experience
- Knowledge and experience in annual or mid-level giving and supporting major gifts and planned giving prospect identification
- Proven experience in managing a portfolio of donors and growing same year to year

## **ATTRIBUTES AND ABILITIES**

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- Exceptionally personable, with proven skills at building and maintaining supporter relationships and managing donor expectations
- Familiarity with best practices in direct mail, marketing integration, email marketing, and online integration as it relates to mid-level giving
- Proficiency in Raiser's Edge, especially in the use of dashboards and queries, considered an asset
- A passion for healthcare fundraising
- Excellent communications skills (written and verbal)
- Intermediate to advanced working knowledge of Microsoft Excel
- Tactful, poised and professional
- Well organized and able to effectively manage tight timelines and multiple priorities
- Decisive and resourceful, flexible and adaptable
- A keen learner, who is driven by the desire to learn and expand their knowledge

## **WORKING CONDITIONS**

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- Primarily sedentary office work with long periods of time at a computer
- Occasional travel to various sites around Calgary may be required (i.e. hospitals, events)

## **APPLICATION INFORMATION**

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Salary Range: \$59,000 to \$89,000 per year

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.

We thank all applicants for their interest in this role and Calgary Health Foundation; please note that we will only be contacting candidates selected for an interview.

To explore this opportunity further, please send your resume and cover letter, in confidence, no later than July 18, 2022 to:

Rosaline Akinokun  
Manager, People Services  
[rosaline.akinokun@calgaryhealthfoundation.ca](mailto:rosaline.akinokun@calgaryhealthfoundation.ca)