



**Advancing care for better lives** – that’s what we do! Calgary Health Foundation is a community-based charity that raises funds to advance health care. 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.

Are you wanting to make a meaningful impact on people’s lives by ensuring everyone gets the highest quality health care? **Are you a self-starter with strong communication skills and a passion for inspiring support?** If yes, **connect with us today!**

## **THE OPPORTUNITY: PHILANTHROPY ADVISOR, ANNUAL GIVING**

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The Annual Giving program plays a critical role in the achievement of the Foundation’s fundraising objectives by fostering loyal, recurring donations through direct mail, email, telephone, and online giving. Annual Giving programs also help to develop and identify a pipeline of potential donors for Major Gifts and Legacy Giving.

As the Philanthropy Advisor, Annual Giving, you will be responsible for the success and growth of the Foundation’s direct response and online fundraising programs. In collaboration with other members of the team, you will lead, develop, and implement strategies and tactics to increase the number of donors connected to the Foundation and grow revenue generated from our direct marketing programs.

Key accountabilities of the role include:

- **Develop 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** (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**.
- Collaborate with supporting teams, including marketing & communications, to **source patient stories and asks, build e-blasts, request data, and track appeal performance and donor engagement**.

## THE IDEAL CANDIDATE

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The ideal candidate has proven fundraising success and demonstrated knowledge and application of best practices in direct mail, marketing integration, email marketing, and online integration. Possessing exceptional interpersonal and communication skills, the ability to interact tactfully with diverse stakeholders, analytical focus and attention to detail, and proven organizational and prioritizing abilities, the successful incumbent will bring creativity and energy to grow and sustain donor engagement and commitment.

Additional qualifications:

- Bachelor's degree in a relevant field (i.e., business, communications, marketing, public relations).
- A minimum of 3 years' experience in in direct marketing coordination and administration in the charitable sector (copy, data, design, production).
- Experience with donor / client relationship databases such as Raiser's Edge is highly desirable.

**If this sounds like you, please apply by no later than March 30, 2024, including a cover letter and résumé via:**

- **LinkedIn (preferred):** [Philanthropy Advisor, Annual Giving](#)

OR

- by email in confidence to [delcie.eldred@calgaryhealthfoundation.ca](mailto:delcie.eldred@calgaryhealthfoundation.ca)

## ADDITIONAL INFORMATION

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It is expected that the starting salary for this position will be \$70,000 – 80,000 aligned with the successful candidate's experience and skill set.

For more information about the Calgary Health Foundation, please visit [www.calgaryhealthfoundation.ca](http://www.calgaryhealthfoundation.ca), or find us at yyc\_health and calgaryhealthfoundation on X (formerly Twitter) and other social media respectively.