
VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult health services and research for all British Columbians. We partner with donors to drive innovation and sustainable health care at VGH & UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Vancouver Community Health Services. Further information about the Foundation is available at www.vghfoundation.ca.

The Marketing & Communications Department positions the Foundation as one of British Columbia's leading philanthropic organizations in order to grow revenue and broaden and enhance the donor base. The Department is responsible for the Foundation's marketing and communications strategy, which supports all revenue streams including Major Gifts and Planned Giving, Annual Giving, Donor Relations and Events, and Lottery programs.

Position Summary

Working closely with the Digital Marketing & Communications Manager and through regular collaboration with other Foundation staff, the incumbent will plan and develop the vision for enhancements to the Foundation's online presence that will have a measurable impact on the success of the Foundation's fundraising and constituent engagement activities. In addition, the Foundation is in the process of initiating a CRM renewal project and the incumbent will be part of the project team. The incumbent will employ advanced, "hands-on", technical skills associated with an experienced and successful web designer/programmer/analyst.

Responsibilities

Responsibility Area: Web Development and Programming – 65% for 0-12 months, then 45% for 12-36 months during CRM renewal project

- Works with Digital Marketing & Communications Manager and Annual Giving team to implement best practice for UX for online channels, including conducting usability/conversion tests and donor feedback to make informed changes.
- Uses a variety of tools such as a content management system, publishing and design, HTML and programming and others to help design and deploy online content.
- Assists in the design of broadcast emails and creates custom websites and related content for targeted campaigns.
- Understands online user behaviour and utilizes this knowledge to drive design, usability and ensure that best practices are used by the Foundation.
- Direct and/or manage agencies, vendors and/or other third-parties working on the development of more complex technical requirements, digital marketing campaigns or other initiatives

Responsibility Area: Analysis Reporting and Data Management - 5%

- Data extracting, analyzing and modeling using a variety of technical tools such as Microsoft SQL Server, Microsoft Excel, Luminate Online API and Tableau.

Responsibility Area: CRM renewal project – 30% for 0-12 months, then 50% for 12-36 months

- Technical resource for CRM renewal project team

Performs other related duties as assigned. Such duties do not normally change the level of the job.

Qualifications and Experience

- University degree or technical diploma, ideally in web related or information systems or equivalent work experience.
- Solid understanding and fundamentals in programming techniques and languages such as HTML5, CSS, Javascript, PHP, relational database concepts and the desire and ability to learn new technical skill as architectures change.
- Good knowledge of WordPress (including integration of themes and plugins) and Luminate Online (CMS, Donation Management, Email Management, TeamRaiser).
- Experience with online financial transactions, online events management and experience with a fundraising database such as Raiser's Edge.
- Solid understanding of LAMP/MAMP development stack.
- Proven high level proficiency in Adobe Creative Suite products including Dreamweaver (essential) and Photoshop (desirable).
- Excellent understanding of modern web technologies, services and the cloud. Including Dropbox, Office 365 and Slack.

- Minimum three to five years' experience in a fundraising environment or equivalent experience in the corporate sector.
- Ability to understand the context of day to day work in relation to the Foundation's strategic plan.
- Highly developed critical and logical thinking; ability to work with, and manipulate, data and to synthesize information and create systems and reports that are effective and easily interpreted and understood by Foundation staff.
- Mature, able to work independently and also known for being a strong team player with a collaborative work style.
- Highly developed interpersonal and relationship skills and ability to identify needs and develop solutions for a diverse group of users.
- Good presentation and training skills with an ability to explain technical and related concepts to non-technical staff.
- Thrives in a highly competitive industry and a fast paced work environment. Can multi-task and manage a variable workflow, which may include significant involvement in major projects. Can balance multiple priorities.
- Strong attention to detail and accuracy.

This is a full-time, permanent position with competitive salary and benefits. Start date: Immediate.

TO APPLY

If you possess the qualifications and experience indicated, please email your resume and cover letter, with "Web Developer & CRM Specialist" in the subject line, by **October 8, 2018** to:

Corina Somerville
VGH & UBC Hospital Foundation
855 West 12th Avenue
Vancouver, BC V5Z 1M9

(email: hr@vghfoundation.ca)