

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.

Department Summary

The Annual Giving team is responsible for Annual, Monthly, Tribute and Online Giving fundraising activities in support of VGH, UBC Hospital & GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Vancouver Community Services. The Annual Giving program is an important source of reliable, undesignated income for the Foundation, raising in excess of \$3.3 million annually through personal solicitation, direct mail, email, telephone and online giving. In fostering loyal, recurring donations from donors generally under \$25,000 annually, the Annual Giving program also helps to develop and identify a pipeline of potential donors for Major Gifts and Gift & Estate Planning.

The Annual Giving program is comprised of direct response fundraising (mail, email and telephone), online giving, employee giving, monthly giving, tribute giving (in memory, in honour, and in celebration), grateful patient giving, and mid-level giving.

Position Summary

Reporting to the Associate Director, Annual Giving, the Annual Giving Coordinator is responsible for the coordination and successful operation and growth of the following annual giving programs: Online Giving, Monthly Giving, Door-to-Door, and Grateful Patients. In collaboration with the Associate Director, this position will also coordinate the annual Angel Campaign and aspects of the mid-level giving program. This role involves regular contact with donors, vendors, and health care professionals.

Responsibility Area: Online Giving

- In collaboration with the Manager, Direct Response and the Marketing & Communications team, manage and implement online giving campaigns
- Coordinate all fundraising e-communications including email solicitations, online surveys and website content
- Coordinate data queries and data pulls as needed
- Monitor email campaign results and provide reports for analysis

Responsibility Area: Monthly Giving & Door-to-Door

- Develop, implement and monitor new Monthly Giving program plan to ensure revenue targets are met
- Develop and implement new tactics for expanding the Monthly Giving program
- Manage and implement stewardship activities for monthly donors, including gift acknowledgment, accountability/reporting and stewardship
- Manage Door-to-Door vendor relationship

Responsibility Area: Mid-Level Giving

- Assist Associate Director, Annual Giving in managing donor relations activities for *Partners in Care* (mid-level) donors
- Coordinate stewardship communications for *Partners in Care* annual donors, including thank you calls, correspondence and accountability reports
- Manage small portfolio of donors for cultivation, solicitation and stewardship

Responsibility Area: Angel Campaign

- Identify and solicit sponsors for the Angel Campaign
- Manage Angel Campaign committee meetings and activities
- Coordinate internal and external Angel Campaign related events
- Coordinate stewardship activities for Angel Campaign supporters

Percentage of time on programs:

Program	% of Time
Online Giving	30%
Monthly Giving and Door-to-Door	25%
Partners in Care	20%
Angel Campaign	15%
Corporate Matching, Grateful Patients, and other	10%

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

Working Relationships

Internal

- Works closely with internal departments, including Marketing & Communications, Major Gifts and Gift & Estate Planning, Projects & Proposals, Information Systems, Donor Relations and Gift Processing

External

- Works directly with external suppliers, donors and health care professionals

Education & Experience

- Three years' related experience in direct marketing coordination and administration
- University degree, ideally in marketing & communications or an equivalent combination of education, training and experience
- Excellent written and verbal communication
- Proven ability to interact tactfully with diverse stakeholders
- Demonstrated analytical skills and strong attention to detail
- Demonstrated organizational skills and proven ability to meet multiple deadlines with competing time and resource constraints
- Creative, innovative, energetic, with a flexible approach to projects and work
- Experience with donor / client relationship databases such as Raiser's Edge or Salesforce
- Experience with online fundraising software such as Luminate Online (Convio)
- Computer skills
 - Proficiency in Microsoft Office suite of products
 - Experience with email marketing services, web browsers, HTML coding
 - Photoshop and InDesign an asset

This is a full time permanent position with competitive salary and benefits. Start date: as soon as possible.

TO APPLY

If you possess the qualifications and experience indicated, please email your resume and cover letter in a single pdf file, with "[Your Name], Annual Giving Coordinator" in the subject line, to hr@vghfoundation.ca by 8 am on Monday 10th June.