

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](http://www.vghfoundation.ca).

## **Department Summary**

The Fundraising Events Department is responsible for developing, driving, leading and producing high-level signature fundraising events, and ensures a consistency of approach for a portfolio of independent community events. The annual signature events include Innovators' Challenge, Tournament for Life (Golf Tournament), Night of a Thousand Stars Gala, Time to Shine Gala, and a variety of independent community events supported by the Foundation. These events contribute not only to revenue goals, raising over \$4 million annually, but also provide an invaluable contribution to the profile and brand image of the Foundation, cultivating and strengthening relationships with donors, sponsors, board members, volunteers and the community.

## **Position Summary**

Reporting directly to the Associate Director, Fundraising Events, the Senior Fundraising Events Officer is responsible for the development and execution of signature fundraising events and activities with a key focus on the Innovators' Challenge and TELUS Night of a Thousand Stars gala. The Senior Fundraising Events Officer manages and works closely with vendors, suppliers and oversees the activities of event volunteers. The incumbent also supports all signature fundraising events, including the Viva Pharmaceutical Time to Shine gala and Harry Rosen Tournament for Life. This position is responsible for identifying and cultivating new event-related opportunities for revenue generating activities including sponsorship, auction, and general donations. Additionally, the Senior Fundraising Events Officer plans and manages the implementation of all event operations and logistics including, event promotion and production, supplier relations, committee liaison, volunteer management and the post event thank you process. This includes cash and in kind sponsorship solicitation and stewardship, auction and raffle logistics, promotions and volunteer coordination.

## **Roles and Responsibilities**

### **Key Responsibility Area: Event Logistics and Fundraising**

- Plans and executes large signature events for up to 900 guests that generate over \$2 million in annual gross revenue for the Foundation.
- Manages event critical path and event production and coordinates event logistics with both internal departments and external suppliers and stakeholders.
- Prepares event related material including speaking notes, marketing materials, event briefs.
- Build relationships with new and existing sponsors as well as researching prospective funding sources to reach revenue goals.
- Works with Foundation partners and stakeholders to identify, solicit and secure corporate prospects for cash sponsorships ranging from \$1,500 to over \$50,000.
- Works with Foundation partners and stakeholders to identify, solicit and secure corporate prospects for in kind donations, including auction and raffle items, or event supplies, ranging in value from \$100 to over \$10,000.
- Oversees large fundraising auctions and raffles with over 100 items, generating up to \$300,000 in revenue.
- Develops agendas and materials for planning committee meetings.
- In collaboration with the Marketing Department, develops event marketing and communications materials for both print and electronic use.
- Assists the Associate Director, Fundraising Events in strategic planning, revenue projections, financial reporting and in identifying event and industry best practices.

- Recruits, trains, coordinates and manages event volunteers as required.
- Oversees Foundation tax receipting procedures for signature events.
- Prepares financial and other performance reporting for Associate Director, Fundraising Events.
- In collaboration with Donor Relations, ensures appropriate stewardship for all signature events including sponsors, donors, award recipients, guests and volunteers.
- Supports third party and partnership events as required.

#### Key Responsibility Area: Stakeholder Relationships and Team

- Builds and nurtures relationships with multiple stakeholders and partners including hospital leadership and staff, donors, Board, volunteers and suppliers.
- Oversees activities relating to volunteers and recruitment and training for signature events.
- Liaises with volunteer committee members.
- Mentors and supervises contract and temporary staff positions as appropriate.

#### Key Responsibility Area: Administration

- Accountable for meeting and tracking event budgets.
- Tracks and reports on event revenue.
- Ensures all event payments are collected and processed.
- Maintains and updates records in relevant donor and event databases and software.

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

### **Working Relationships**

#### Internal

- Foundation management team
- Annual Programs, Major Gifts, Marketing Communications, Donor Relations, Gift Processing, Finance

#### External

- Prospects and Donors
- Hospital leadership, physicians and healthcare professionals
- Community partners, sponsors
- Suppliers, consultants and contractors including event production companies and venues
- Foundation Board Members and volunteers

### **Education & Experience**

- 5 years' plus experience in planning, managing and promoting a variety of large signature events with proven success in revenue generation through sponsorship, donations, and auctions/raffles.
- University graduation in a relevant discipline or equivalent combination of education, training and experience.
- Experience managing and working with volunteers and volunteer committees.
- Not for profit experience an asset.

### **Skills**

- Demonstrated planning and project management and facilitation skills; proven ability to meet deadlines in a fast- paced environment with multiple, competing deadlines, and time and resource constraints.
- Strong interpersonal skills and collaborative working style. Proven ability to exercise tact, and good judgment in dealing with various stakeholders.
- Strong customer service skills and quality management experience.
- Superior communication skills; able to write clear and compelling letters and proposals, and make concise and engaging presentations.

- Proven experience managing a variable workflow with multiple priorities.
- Computer skills: proficient in the standard suite of Microsoft Office products. Experience with Adobe Creative suite an asset.
- Ability to speak Mandarin or Cantonese, or read and write Chinese an asset.
- Experience with Raiser's Edge or other donor database management systems an asset.
- Experience with Auction Tracker, Givergy or online fundraising systems (eg. Luminate) an asset.
- Ability and willingness to work outside normal office hours as required.

This is a full time temporary position until 15 September 2020, 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], Senior Fundraising Events Officer" in the subject line, to [hr@vghfoundation.ca](mailto:hr@vghfoundation.ca) by 8 am on Monday 10<sup>th</sup> June.