

Who are we?

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 Community Giving and Engagement (CG&E) division exists to inspire, engage, convert and retain community-level support to VGH & UBC Hospital Foundation. The fundraising and business areas that sit within CG&E are the Foundation's annual giving, fundraising events, Asian strategy, marketing and communications, art program and lotteries (Millionaire and Hometown Heroes). Under the Foundation's 2021-2025 strategic plan, the division's focus is achieving long-term sustainability through growing donor numbers at the \$1K+ giving level by providing an exceptional donor experience. Annual revenue target: \$11M+, Staff team: 20+

What's the opportunity?

Reporting to the SVP, Community Giving & Engagement (CG&E), the Director provides strategic execution through planning, developing, implementing, promoting and evaluating the effectiveness of the Foundation's fundraising strategies, campaigns, practices and activities for supporters giving at levels up to \$25K, with a focus on retention and acquisition of annual donors. Revenue programs under the remit of the Director are annual giving (including mid-level giving (\$1K-25K: individuals and corporate), direct response, monthly, tribute, events (Foundation-led fundraising events and independent community events) and peer-to-peer fundraising. The Director is accountable for achieving an annual revenue target of \$5M+ and leadership of a staff team of 10+ (currently 4 direct reports).

The Director has overall responsibility for:

- leading, developing and successfully implementing strategies that grow annual community giving with a focus on long-term sustainability through retention & acquisition of donors giving up to \$25K;
- inspiring, leading and integrating the teams focussed on annual community giving ensuring targets are met, and any risk around income areas is highlighted and managed.

Key areas of impact are:

- integration of the Community Giving functions, providing strategic oversight and leadership of the Annual Giving, Asian Strategy and Event Fundraising teams, maintaining a focus on growing mid-level (\$1K-25K) giving as a strategic priority;
- oversight and guidance of the development of fundraising strategies and tactics that maximize community giving revenues. Annual revenue target: \$5M+, Staff team: 10+;
- ensuring the Community Giving teams are structured, resourced and managed to deliver an integrated strategy and that the required processes are in place to support implementation, including any required cross-organizational collaboration with the major gifts, gift & estate planning and donor relations teams;
- with the SVP, review of the Community Giving & Engagement revenue performance, including leading presentation, discussion and agreement of any adjustments to plans and strategies required to maximize success.

What do you bring?

1. Significant experience in the not-for-profit sector and as a line manager. Relevant experience from other industries may be considered.
2. Demonstrated ability to research, ideate/identify, develop, lead and evaluate implementation of philanthropic strategies.
3. Experience overseeing mid-level giving (gifts of \$1K-25K; individual and corporate), Annual Giving programs (direct marketing, online giving, monthly giving, tribute giving, employee giving), Fundraising Events (signature events, independent community events) and peer-to-peer fundraising.
4. Ability to absorb and synthesise complex information, apply critical thinking and complex problem-solving skills, and ideate innovative solutions to bring a wider benefit to the organization.

5. Highly numerate and able to develop metrics that support decision-making for resource allocation and fundraising initiatives.
6. Highly developed interpersonal and relationship skills, including effective persuasion and negotiation skills. Ability to build strong relationships with a wide range of people, including experience working with fundraising boards or groups of community leaders.
7. Demonstrated leadership and coaching skills, including setting and evaluating performance, identifying learning and development opportunities, building effective teams, networks or communities of practice, and fostering constructive cross-team collaboration.
8. Strong organizational and project management skills and ability to meet deadlines, including experience of commissioning, negotiating with and managing external vendors.
9. Flexibility, adaptability, and capability in using initiative, tact and discretion.
10. Experience considered an asset: managing people managers and remote workers; delivering Chinese and or Asian fundraising programs; overseeing multiple revenue streams.

What do we offer?

The successful person can expect a competitive yearly base salary between \$125,563 and \$143,500, depending on skills and experience. Additional variable pay, benefits, flexible working arrangements, investment in professional development and subsidized access to fitness, cycling and parking facilities all contribute to a top-notch total rewards package. Start date: **as soon as possible**.

To apply

If you are already eligible to work in Canada, and possess the qualifications and experience indicated, please email your resume and cover letter in a single pdf file, with your name and "CG Director" in the subject line and file name to hr@vghfoundation.ca. The position will remain open until we find the right person.

We welcome applications from Indigenous people, people with disabilities, BIPOC and racialized individuals, people of minority sexual orientation or gender identity, and others who may contribute to the Foundation's organizational diversity and who share the Foundation's values.