

### Who We Are

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).

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 of Major Gifts and Gifts & Estate Planning.

### About The Role

The Associate Director, Annual Giving is responsible for implementing an integrated strategy for direct response and grateful patient programs in support of the Foundation's Strategic Plan and annual Balanced Score Card and Strategic Change Initiatives. Their areas of responsibility include direct mail, tribute, monthly giving, digital, face-to-face and telemarketing. Reporting to the Director, Community Giving, the Associate Director leads the Annual Giving team and works in collaboration with colleagues across the Foundation to optimize fundraising results. With a strong propensity for innovation, they are continuously monitoring industry trends and implements change or enhancements to annual program strategies and plans.

### Key Responsibilities

- Provides leadership for multi-channel annual campaigns resulting in sustainable increases to revenues and donors year-over-year from the current annual revenues of \$5 million and 10,000 donor base
- Leads activities that advance acquisitions, retention and upgrade efforts
- Develops an effective and meaningful stewardship program for annual giving donors, in partnership with the Donor Engagement & Stewardship team (DES)
- Drives the evolution of fundraising strategy across digital channels including email, paid search, and paid advertising for both one time and monthly giving
- Develops and implements a strategy to increase revenues from face-to-face and telemarketing activities
- Working with the Director, Community Giving, establishes annual targets and provides regular reporting and analysis of annual giving results, continuously adjusting to meet annual goals
- Coaches and supports direct reports to achieve team goals on time and on budget
- Builds and develops successful partnerships with external suppliers, vendors, and partners, and manage their performance
- Leads the design and implementation of robust reporting systems and interactive dashboards to provide real-time information, pivoting when necessary to ensure that the team and the
- Identifies and approves external vendors, ensuring that they adhere to Foundation policies and practice and meet project targets

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### What You Offer

- Demonstrated success in developing and growing fundraising programs with specialized knowledge of annual giving fundraising strategies including direct response, integrated fundraising campaigns, grateful patient programs, tribute giving, and digital fundraising
- Self-motivated, resourceful, and able to work independently to meet goals
- Ability to develop and implement annual giving strategies with strong business analysis skills, including a comprehensive understanding of annual giving analytics and reports used to manage fundraising programs
- Excellent understanding of database management and database concepts, including data enhancement, data quality, data acquisition techniques and using these in segmenting
- Experience with leading individuals and teams to success
- Highly developed interpersonal and relationship skills. Proven ability to exercise a high degree of good judgement, diplomacy, and discretion
- Proficient in assessing and understanding potential risks associated with actions, including financial implications for the organization and the trust of donors, partners, and other members of the VCH community
- Holds broad knowledge of the fundraising profession, non-profit industry, and health care philanthropy
- Proven strategic expertise in direct response and other annual giving programs

### What We Offer

This is a full-time permanent position. The successful candidate can expect a starting salary between **\$104,225.14** and **\$118,437.66**, depending on factors such as skills, experience, and internal equity. Once hired, salary is reviewed annually and successful employees have the opportunity for their salary to increase over time up to the maximum of the pay band, currently **\$133,834.56**.

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.

### To Apply

Please submit your application to our recruitment partner, Ellie Stojanovski of The Tandem Team, at [ellie@thetandemteamrecruitment.com](mailto:ellie@thetandemteamrecruitment.com) by 4<sup>th</sup> of August 2024.

We welcome applications from anyone who is eligible to work in BC and fully vaccinated against COVID-19. We encourage 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.