

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.

As part of the Foundation's strategic plan, the Annual Leadership Giving (ALG) team is accountable for achieving a key strategic change initiative by growing the number of leadership donors. The team is responsible for the identification, cultivation, solicitation and stewardship of individual leadership donors and prospects, which also includes corporate philanthropy, sponsorship, and foundation grants. The ALG Team is responsible for generating over \$1.5M annually in primarily unrestricted gifts.

About The Role

The Associate Director, Annual Leadership Giving will provide leadership to the Annual Leadership Giving (ALG) program and the Partners in Care donor recognition program, focused on donors and prospects capable of giving between \$1,000 to \$24,999 annually. The AD, Annual Leadership Giving will manage a team of two and personally manage a portfolio of prospects and donors. In collaboration with the Director, Community Giving, Associate Director, Annual Giving, and Philanthropy, the AD, Annual Leadership Giving will manage the donor flow between Annual Giving and Philanthropy to ensure donors are stewarded and engaged in Foundation activities to ensure ongoing annual and future giving.

Key Responsibilities

- Provides strategic direction for the Annual Leadership Giving program and leads in the creation, design and execution of the Foundation's leadership giving strategies, including establishing goals and metrics to measure ongoing success and ROI
- Responsible for budget development, monitoring, reporting, benchmarking, develops annual work plans
- Manages a portfolio of leadership donors and prospects to solicit and steward gifts with an annual revenue target in alignment with ALG Team goals
- Responsible for the development and management of the Partners in Care stewardship program which encompasses all donors giving in the \$1,000 - \$24,999 range annually
- In collaboration with the SVP, Community Giving & Engagement, provide leadership and support to Foundation's Leaders Council, a volunteer group that is focused on providing insight and input into attracting a new and younger demographic of donors capable of giving \$1,000+ annually.
- Leads, develops, and implements strategies and tactics to successfully engage prospects and donors to increase the number of donors and average gifts; these high-touch tactics include a combination of personal solicitation and direct marketing initiatives
- Utilizes analytics and modeling tools to identify internal prospects and develops strategies and implements tactics for the cultivation and solicitation of top-ranked prospects and donors
- Utilizes CRM system to ensure thorough tracking and relationship management that enables effective, timely and accurate analytics and reporting
- Identifies issues and manages risks related to the program's strategy and implementation, proposes, and implements innovative solutions

What You Offer

- Extensive experience in fundraising, with direct experience in mid-level and/or major gift fundraising
- Advanced knowledge of mid-level or annual giving tactics and strategies; participates in professional organizations and keeps abreast of innovations in mid-level fundraising
- Holds broad and extensive knowledge of the fundraising profession, non-profit industry, and health care philanthropy
- Maintains an understanding of best practices in philanthropy, updating job knowledge, participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional association activities
- Familiarity with direct response methods and experience with working with external vendors
- Proven ability to lead and coach individuals and teams to success
- Highly developed interpersonal and relationship skills; proven ability to exercise a high degree of good judgment, diplomacy, and discretion
- Superior communication skills, including ability to write clear and compelling letters and proposals and make concise and engaging presentations
- Excellent analytical and organizational skills; demonstrated critical thinking skills and proven problem solver
- Willingness to maintain memberships/attend training opportunities through appropriate professional organization to ensure expertise remains current
- Qualification in a relevant discipline or equivalent combination of education, training, and experience. CFRE designation is an asset

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 resume and cover letter to the Human Resources team at careers@vghfoundation.ca by **February 16, 2025**.

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.