

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.

The Analytics & Research (A&R) team provides senior management, fundraising staff and other business units with information and analysis that support high quality, data driven, decision-making that enable appropriate management action.

The Analytics team within A&R is responsible for growing and solidifying the role/use of data in achieving the Foundation's strategic plan goals and defining and driving an analytics vision.

The Research team within A&R is responsible for planning and delivery of prospect research activities to identify, assess and qualify, by research, prospective donors and other supporters to support strategic goals of the Foundation, in alignment with the Foundation's fundraising priorities, as well as providing accurate and salient information on the market and current and prospective donors and supporters.

About This Role

The Associate Director, Analytics & Research acts as the analytics and research practice lead for the Foundation, leads the Analytics and Research team to deliver business intelligence (business reporting) and analytical support, and research services to enhance the Foundation's overall decision making and performance. The Associate Director will manage Analytics and Research team members, providing effective leadership and ensuring that staff develop to their full potential and are supported in their roles.

Key Responsibilities

- Identification, evaluation and collaborative governance (together with IST on privacy and security) of all reporting and analytical tools and resources, ensuring they meet industry standards, best practices and needs of the Foundation.
- Planning, efficient delivery and evaluation of a full scope of research services by the Research Services team, as well as prospect research activities to identify, assess and qualify, by research, prospective donors to support revenue-generating goals of the Foundation, in alignment with the Foundation's fundraising priorities
- Partners with fundraising leaders to support organizational performance measurement, including by providing expert advice on developing metrics, KPIs, and methods of monitoring and evaluation, and leading the development of glossaries and data guides
- Works with Director, CRM and Decision Support, to identify, plan and work collaboratively across the Foundation to implement initiatives to enable data-driven culture across the Foundation
- Use advanced analytics within the Foundation including the development, documentation, deployment, validation and regular evaluation of predictive and prescriptive models, as well as their ethical constructions and use.

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- Reviewing policies and processes from peer organizations, professional bodies (such as APRA) and recommends improvements to processes to ensure the Foundation’s analytics and research department is best-in-class
 - Ensures procedures, processes and policies exist and are in line with best practices. Accountable for the development, implementation and continuous improvement of standard policies, procedures, systems and templates for the Analytics and Research teams that support the Foundation’s objectives.
 - Works closely with philanthropy leadership to create a robust pool of qualified prospects in support of the Foundation’s fundraising goals. This includes setting up and executing on systems and processes to identify and qualify by research new prospects, including the use of external and internal data to rank prospective donors by assessing complex financial information, affinity to Foundation, corporate and social connections, interests, and risks.

What You Offer

- Superior abilities related to design, implementation and management of business intelligence and analytics solutions, demonstrated through qualifications and a strong track record of relevant professional experience.
- Demonstrated leadership capabilities, with a track record of mentoring and developing high-performing teams
- Knowledge of database architecture as it relates to business intelligence and analytics. Experience in architecture, implementation, and management of data warehouse.
- A strategic and business development orientation with operational and financial acumen.
- Knowledge of Salesforce data model a strong asset.
- Experience with marketing analytics, fundraising analytics or prospect research would be a strong asset.
- Knowledge of data literacy best practices a strong asset.

What We Offer

The successful candidate can expect a starting salary between **\$104,225** and **\$118,438**, 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 **\$133,835**.

Additional variable pay (merit/bonus), defined benefit pension plan, extended health and dental benefits for you and your partner/children, flexible working arrangements, four weeks’ paid vacation, investment in professional development and subsidized access to transit, fitness, cycling and parking facilities all contribute to a top-notch total rewards package. If you’d like more information on what we offer, please ask!



Associate Director, Analytics & Research

VGH & UBC Hospital Foundation

Full Time – Permanent

To Apply

Please send your application to Human Resources by email at careers@vghfoundation.ca

This opportunity will remain open until the right candidate is chosen

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.