

### 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 CRM and Decision Support Department provides CRM solutions, data analysis, and donor information to support the Foundation in reaching its fundraising goals and delivering exceptional donor experience. It is comprised of three teams: CRM and Data, Analytics, and Prospect Research.

The CRM and Data team is responsible for designing, implementing and maintaining CRM (including Account Engagement) solutions that support the Foundation's strategic goals, as well as for data management within CRM.

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 Account Engagement Specialist plays a critical role in managing and optimizing Marketing Cloud Account Engagement (MCAE) to support multi-channel marketing efforts. Working closely with the CG&E, Philanthropy teams and other members of the CRM team, the Specialist will ensure that Account Engagement is effectively set up, integrated, and scalable.

The Account Engagement Specialist will be responsible for Account Engagement administration and configuration and will design and implement Account Engagement solutions that meet the Foundation's business requirements, are maintainable and scalable, and contribute to the Foundation's goals.

### **This is a 12-month contract role**

### Key Responsibilities

- Configure and maintain Account Engagement, including configuring scoring and grading models, configuring custom fields in Account Engagement, and using the Recycle Bin
- Troubleshoot and resolve platform issues (sync errors, field mapping, and supported objects)
- Perform Account Engagement health audit to identify issues and opportunities for improvement; identify, prioritize, plan and implement actionable recommendations
- Develop and administer integration between Account Engagement and Salesforce
- Proactively plan and implement data hygiene activities (naming conventions, folders, prospect database clean-up).
- Develop and administer integration of MCAE with other Martech tools
- Creates and manages marketing assets, automation and workflows within the Account Engagement Lightning App; recommends ways to personalize prospect experience

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- Develop and recommend a scalable way of organizing data and assets in Account Engagement.
  - Analyze existing lead qualification, lead nurturing and lead generation strategies and make recommendations for translating into Account Engagement.
  - Analyze data generated in Account Engagement reporting tools to make recommendations for system optimization.
  - Recommend automation processes to achieve business objectives.
  - Recommend Account Engagement tools and features (Sales Emails and Alerts, Einstein Account Engagement) to implement marketing to fundraising (Sales) strategy.

### What You Offer

- Strong understanding of, and experience with Account Engagement (AE) tools and features.
- Ability to analyze marketing and fundraising strategies, make recommendations for translating into AE and implement AE solutions, demonstrated through relevant qualifications/certifications and professional experience.
- Familiarity with Salesforce CRM and Salesforce Connector
- Certification as a Marketing Cloud Account Engagement Consultant is a strong asset
- A proactive, collaborative and business-driven attitude to the maintenance and continued enhancement of Salesforce
- Strong analytical and problem-solving abilities
- Effective communication skills to collaborate across teams

### What We Offer

The successful candidate can expect a starting salary between **\$70,320** and **\$79,910**, 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 **\$90,298**.

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.

### To Apply

Please send your application to Human Resources via email at [careers@vghfoundation.ca](mailto:careers@vghfoundation.ca) by **Friday May 9, 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.*