

# VGH+ Direct Response Officer

JOB POSTING



# VGH + You

The leading charity investing in health care innovation in BC

VGH+  
UBC hospital  
foundation

As Vancouver Coastal Health's primary philanthropic partner, VGH & UBC Hospital Foundation raises essential funds for VGH, UBC Hospital, Vancouver Coastal Health Research Institute, G.F. Strong Rehabilitation Centre and Vancouver Community Health Services. Donations fund groundbreaking research, world-class health care teams and life-saving treatments for the most complex cases across the province.

## VISION

Healthier lives for healthier communities in BC.

## MISSION

We create and inspire a community of donors to catalyze health care innovation in BC.

## VALUES

### Bold

We embrace courage, creativity and forward-thinking, and are catalysts for breakthroughs, positive change and innovation.

### Integrity

We are steadfast in our commitment to honesty, trust, maximum impact and stewardship, and operate with purpose and transparency.

### Community

We are committed to people and communities, fostering relationships, collaboration and partnerships.

## OUR BENEFICIARIES

+Vancouver General Hospital +UBC Hospital +Vancouver Coastal Health Research Institute  
+G.F. Strong Rehabilitation Centre +Vancouver Community Health Services

# WHY VGH & UBC HOSPITAL FOUNDATION?



## +FLEXIBLE WORKING HOURS

Enjoy flexible start and finish times, and compressed summer schedules.



## +GENEROUS LEAVE

Benefit from 4 weeks of vacation, 5 personal leave days, and a '9-day fortnight' program.

## +PENSION PLAN

Enroll in the Municipal Pension Plan for long-term financial security.



## +COMPREHENSIVE BENEFITS

Access health, dental, and extended health benefits, life insurance + more.



## +INCLUSIVE CULTURE

Join a diverse and inclusive workplace committed to equity and continuous improvement.



## +DEVELOPMENT OPPORTUNITIES

Grow your career with our promotion from within policy and learning resources.





# Direct Response Officer

## The Role

The Direct Response Officer plays a key role in driving sustainable revenue growth through the Direct Mail and Monthly Giving programs. Reporting to the Associate Director, Annual Giving, the Officer leads the planning, execution, and optimization of direct mail and monthly giving activities, including telemarketing and door-to-door fundraising programs.

This role is responsible for developing and implementing strategies that strengthen donor acquisition, retention, reactivation, and upgrades, while ensuring a consistently high-quality donor experience. The Officer works closely with the Direct Response Manager to oversee all aspects of campaign development, including strategy, copywriting, creative direction, and production. In addition, they help to oversee aspects of data segmentation, reporting, and analysis.

## Key Responsibilities

- Holds primary responsibility for the fundraising performance of assigned direct mail and monthly giving programs, with an annual revenue responsibility of \$2.3M.
- Collaborates with the Associate Director, Annual Giving and Direct Response Manager to develop strategies and tactics that effectively grow Annual Giving revenue and donor numbers.
- Works with internal teams and external partners to produce compelling campaign content that drives donor engagement and results.
- Enhances program effectiveness by applying donor insights and performance analysis to inform strategy and guide continuous improvement.
- Works with vendors, suppliers, and consultants to ensure high quality, on time, and on budget program execution.
- Oversees all elements of assigned direct mail and monthly giving campaigns, including copywriting, content development, design direction, testing strategies, and production.
- Monitors and evaluates program performance, identifying opportunities to optimize and grow revenue through data-informed strategies.
- Works with vendors across direct mail, telemarketing, door to door, and related channels; in consultation with the Associate Director and Direct Response Manager, helps oversee contract negotiation, budgets, timelines, and performance to ensure efficient and high-quality project delivery
- Supports data preparation and segmentation activities, ensuring accuracy, consistency, and effective use of donor data for targeted fundraising efforts.
- Contributes to departmental work plans, revenue projections, and budgets, identifying efficiencies and recommending strategic enhancements to improve program outcomes.
- Serves as a subject matter expert for direct mail and monthly giving, sharing knowledge and best practices with Annual Giving colleagues and other Foundation teams.

## What You Offer

- Demonstrated expertise in direct response fundraising, including direct mail, telemarketing, monthly giving, online giving, and integrated fundraising campaigns.
- Proven success in developing, executing, and scaling annual giving programs.
- Excellent written and verbal communication skills with proven ability to develop donor centric messaging and compelling content that inspires giving.
- Strong analytical abilities, with demonstrated experience interpreting data, evaluating KPIs, and applying insights to refine and optimize fundraising performance.
- Deep knowledge of database management and data concepts, including data enhancement, data quality, and the application of these principles to effective segmentation and targeting.
- Excellent planning, project management, and facilitation skills, with a track record of managing multiple, competing priorities and meeting deadlines in a fast paced environment with time and resource constraints.
- High level of accuracy and attention to detail, with strong organizational skills and disciplined workflow management.
- Experience managing external partners, including consultants, vendors, and suppliers, with the ability to guide and evaluate partners to ensure successful project execution.
- Proficiency with CRM systems and analytics tools (Salesforce preferred), as well as MS Office.

## What We Offer

The successful candidate can expect a starting salary between **\$72,430** and **\$82,307**, 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 **\$93,007**.

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 15, 2026**.

*We welcome applications from anyone who is eligible to work in BC. 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.*