



Position Title: Manager, Annual Giving

DEPARTMENT: Engagement

REPORTS TO: Vice President, Engagement

In conjunction with the Vice President, Engagement, this role is responsible for planning and implementing strategies for the identification, cultivation, solicitation and stewardship of donors to support the mission of Royal Columbian Hospital Foundation (RCHF).

ABOUT ROYAL COLUMBIAN HOSPITAL

Royal Columbian provides the highest level of care to the most critically ill and injured from throughout the region and province. We are a provincial referral centre for cardiac care, trauma, neurosciences, high-risk maternity, neonatal intensive care, and mental health. No other hospital in the province provides this level of care, or offers all these services, on one site or in such high volumes.

Right now, Royal Columbian is undergoing a \$1.49 billion multi-year, multi-phase redevelopment that will create a world-class critical care hospital. The “crown jewel” of this project is the Jim Pattison Acute Care Tower, scheduled to open in 2025.

ABOUT THE FOUNDATION

Royal Columbian Hospital Foundation (RCHF) is an independent charitable organization that raises millions of dollars each year to fund major projects, priority equipment needs, facility enhancements, research, education and innovation at RCH.

Supported by thousands of individuals, businesses, community groups and foundations, RCHF strives to achieve its vision to inspire giving and grow funding so patients have access to the best in health care at Royal Columbian Hospital.

KEY AREAS OF INVOLVEMENT:

- Have responsibility for Annual Giving strategies with a focus on Direct Response, monthly giving and staff giving, as well as conversion of e-newsletter and lottery sign ups
- Have responsibility for strategy and execution of Direct Response appeals, including stewardship and recognition activities and collaboration with other departments to ensure needs of donor groups are met
- Design, manage and execute a comprehensive Direct Response program and regularly review program results for refinement and return on investment (ROI)
- Develop and execute strategies for new donor acquisition and growth, with a focus on digital options and utilizing multi-pronged approach to appeals
- Build and maintain positive relationships with individual donors, volunteers, and community stakeholders



- Further develop and implement Partners in Care monthly giving program to establish a pipeline of annual giving donors
- Collaborate with other departments and staff to establish benchmarks and regular reporting processes to measure results of all annual fund activities
- Create programs to engage new donors, retain existing donors, renew lapsed donors and increase revenue
- Monitor, evaluate and report program effectiveness and make recommendations for continued development and improvement
- Develop a donor cultivation and stewardship strategy to strengthen relationships with annual donors, elevate their giving, and lay the foundation for mid-level, major and legacy/planned giving
- Help lead the staff lottery program
- Manage the day-to-day work of the annual giving team
- Proactively track expenses against annual budgets
- Perform other duties as required by the organization

QUALIFICATIONS

University degree with five years minimum experience or an equivalent combination of education and experience in mass fundraising and event management. Experience in a healthcare or non-profit environment is an asset.

PROFESSIONAL/TECHNICAL CAPABILITIES

- Outstanding written and verbal communication skills
- Exceptional organizational skills and attention to detail
- An understanding of and appreciation for the donor-centered approach to fundraising.
- An excellent “customer service” attitude
- Demonstrated successful track record in fundraising from individuals with outstanding relationship management skills
- Proven ability to multi-task in a busy environment, to work well under pressure, and to prioritize tasks appropriately while meeting time-sensitive demands
- Proficient in MS Office and general computer skills
- Working knowledge of appropriate software applications such as Raiser's Edge; ability to generate reports and queries
- Physical ability to perform the duties of the position
- Valid BC driver's license and access to a personal vehicle
- Willingness and ability to work evenings and weekends, as required

COMPETENCIES:

- Actively seek opportunities and challenges for personal learning, character building and growth



- Model qualities such as honesty, integrity, resilience, and confidence
- Listen well and encourages open exchange of information and ideas
- Demonstrate business acumen by efficiently and effectively identifying and managing human, financial and information resources
- Create connections, trust and shared meaning with individuals and groups
- Think analytically and conceptually – question and challenge the status quo to identify issues and solve problems

BENEFITS

- A comprehensive benefits package which includes extended health, dental, insurance, and health spending account
- Wellness spending account to support healthy lifestyle
- Municipal Pension Plan (MPP)
- Generous Professional Development Program to develop employees through educational programs, professional designations, conferences, and other learning activities
- Generous vacation policy where all team members start at 20 days of vacation per year (prorated based on the start day for the first year)
- A collaborative and supportive working environment

RCHF is an equal opportunity employer committed to hiring on the basis of merit. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, genetic information, national origin, protected veteran status, disability status, or any other characteristic protected by law.

RCHF celebrates diversity and is committed to creating an inclusive environment. Through a rich diversity of skills, knowledge, backgrounds and experience, we are better able to serve our community. We encourage all qualified individuals to apply.

To apply, please send your cover letter and resume via email to:
career@rchfoundation.com