

DIRECTOR, ANNUAL GIVING

At the Saint John Regional Hospital Foundation, we fuel what's possible in health care — helping ensure patients here at home have access to the care they need today, and into the future. We are purpose-driven, collaborative, and focused on impact.

Reporting to the Vice President, Philanthropy, the Director of Annual Giving is a seasoned direct marketer or fundraiser with a solid track record of success, who excels at providing strategic direction, operations management, and team leadership. The Director will thoughtfully apply best practices to build annual giving fundraising initiatives while capitalizing on opportunities to further the success of the Foundation. Drawing on experience in managing comprehensive direct marketing programs, including digital, direct mail, and events, the successful candidate will be adept at developing strategy in concert with the Foundation management team.

Working in close collaboration with the Foundation's development and marketing teams, the Director will play a vital role in providing existing and prospective donors with meaningful opportunities to impact health care delivery across New Brunswick.

What you will be doing

- Prepare and lead the Foundation's digital fundraising, direct mail, monthly giving, third-party and signature events programs, including budget, revenue, key performance indicators and campaign performance. Monitor, evaluate and report on performance against plan and budget.
- Provide leadership, direction, and management for the Foundation's annual giving team, and collaborate with teams across the Foundation, fostering a culture of purpose, collaboration, and continuous improvement.
- Coach and motivate direct reports to achieve personal and team targets and program objectives.
- Use data-informed strategies and industry best practices for planning and evaluation of the annual giving program, with a focus on revenue growth, growth of donor file, donor retention, upgrades, and appeal performance.
- Works in close collaboration with colleagues in Leadership Giving to establish an integrated and comprehensive fundraising strategy that is effective for all donors.
- Works in close collaboration with colleagues in Marketing to establish an integrated and comprehensive marketing strategy that is effective for all stakeholders.
- Lead strategic program development for all aspects of direct mail and digital appeals (acquisition and cultivation), growing annual revenue by testing new opportunities through program enhancements and innovative pilot programs.
- Lead monthly giving program, including acquisition, cultivation, and stewardship, to grow monthly donations.
- Lead third-party and signature events portfolio, including cause-related marketing and sponsorships, to grow events revenue and enhance community and corporate partnerships.
- Lead stewardship programs for annual donors, including first-time, high-loyalty, monthly and event donors, sponsors, and partners.

- Lead employee giving programs to compliment a strategy to enhance the culture of philanthropy in the workplace.
- Stay abreast of philanthropic, economic, social, and educational trends related to fundraising and the Foundation.
- Ensure that the annual giving team effectively and strategically uses the donor database system to identify, track, and monitor donors and prospects.
- Provide accurate projections and forecasts for the purpose of budgetary and financial reports.

What we want to see from you

- Minimum of 7 years of demonstrated progressive fundraising and/or direct marketing experience with a significant track record of success in revenue development.
- Proven success in meeting financial goals and/or performance targets.
- Management experience including the ability to attract, retain, mentor, evaluate, direct, motivate, and lead a professional team to achieve common goals and objectives.
- Strong analytical and technical skills, with an understanding of data-management systems and the essential role they play in achieving success.
- Knowledge of and experience with donor/prospect or other CRM databases (Raiser's Edge NXT preferred).
- Sound and independent judgment; ability to maintain absolute confidentiality and discretion where required.
- Demonstrated commitment to principles of Inclusion, Diversity, Equity, Accessibility, and AntiRacism (IDEAA).
- Evidence of continued growth through education and participation in professional organizations (knowledge of the philanthropic environment preferred).
- Ability to work within a fast-paced environment that requires a flexible schedule, including travel and occasional weekends and evenings.
- University degree / College diploma in a relevant field or a related mix of education and experience required.
- CFRE designation is considered an asset.

What we have to offer you

- Flexible work schedules, allowing you to prioritize yourself, your family, and your work.
- Work from home opportunities.
- Opportunities for continued learning and professional development.
- A creative and dynamic work environment, where your ideas and contributions can be heard, valued, and respected.
- A supportive management team committed to upholding a safe, caring, and purpose-driven culture.
- Hiring Salary of \$100,000 - \$120,000 per annum for 37.5 hours per week.
- Comprehensive vacation, health & wellness benefits package.