



POSITION TITLE: Development Officer, Annual Giving

DEPARTMENT: Fund Development

Job Summary

The Development Officer, Annual Giving takes the lead in developing and successfully executing strategies to support one time and recurring revenues from individual donors as well as granting partners. The Annual Giving Officer is a creative, detail-oriented, and savvy fundraising professional who has strong project management and communication skills and thrives on performance metrics. The Annual Giving Officer is also a producer of content who writes well in a variety of styles for a range of audiences, including donor appeals, grant applications, newsletter content and reports, and other documents for use with donors and potential donors to promote the annual giving fundraising goals of Victoria Hospice.

Specific Responsibilities:

Direct Response Fundraising and Donor Communications

- Plan, coordinate and execute the production of fundraising and donor communication materials:
 - Create, source, research and write the content for each donor appeal
 - Plan, coordinate, edit, and write Victoria Hospice's quarterly donor newsletter
- Develop and grow the monthly giving program to increase predictable funding
- Implement direct response campaigns (print and email) from project managing the production process, deploying emails to ensuring response devices and applicable donation forms are in place to optimize the donation process
- Under the direction of/in collaboration with the Director of Fund Development, develop campaign themes, segmentation tactics, creative strategy and detailed plans
- Develop and implement strategies for increased readership of email appeals and newsletters
- Develop and maintain Annual Giving and Donor Communications calendar
- Create critical paths/timelines for all donor appeals and communications
- Oversee the maintenance of online giving forms (using Blackbaud software)
- Assist the Communications Department to maintain the fundraising portions of Victoria Hospice's website
- Develop reports and performance tracking for each appeal and donor communication with recommendations and trends observed
- Develop and implement strategies to renew and increase donor giving levels

- Research and be proactive in best practices and new trends in the areas of direct mail, annual giving and donor communications
- Cultivate and steward annual gifts from a portfolio of donors with associated metrics including thank you calls and one-on-one meetings
- Work with Director of Fund Development to set and achieve annual fundraising goals and revenue targets and to evaluate portfolio progress

Grants

- Research grants and lead the grant application process with high quality written funding applications, letters of interest, proposals and reports to funders
- Manage grant cycles and maintain comprehensive schedule for grant opportunities, deadlines, follow-up activities, and reporting requirements for grants received
- Responsible for conducting the range of activities required to prepare, write, submit, and manage proposals to potential funding sources (including municipal, provincial, federal government agencies, as well as corporate, private and family foundations)
- Create and oversee the maintenance of grants calendar and records in the Raiser's Edge database to track activities, manage pipeline, and report on status
- Prioritize projects to keep multiple projects moving in a timely manner, meet numerous deadlines and manage supplemental material required for proposals
- Liaise with program experts as needed for proposal preparation and grant reporting requirements

General

- Participate in overall department strategies to increase fundraising revenue and cultivate a culture of philanthropy
- Coordinate with Donor Relations Officer as an occasional stand in as the first point of contact for the department including answering the main fund development phone line
- Other related duties as required

Skills and Experience

- Post-secondary education in Non-Profit Management, PR, Marketing, Fundraising, Communications, Business Administration or related field
- Minimum 2 years professional annual giving experience with an understanding of fundraising principles and donor relations
- Previous grant writing experience preferred
- Solid knowledge of direct response, monthly donor fundraising, email fundamentals and marketing practices, and donor communications, their trends and best practices, and being proactive with staying on top of industry best practices and trends
- Exceptional writing skills with ability to quickly write clear, succinct, compelling and engaging donor-centric messaging that resonates with intended audience.
- Exceptional conversational and interpersonal skills with donors, program staff and other stakeholders
- Employs strategic lens in all appeals and donor communications
- Ability to take initiative and think creatively

- Strong analytical and strategic ability with excellent problem solving and project management skills.
- Understands the value of, and can leverage, data in guiding strategy and decision-making
- Detail-oriented with proven capacity to check your own work
- Strong administrative, organizational and time management skills
- Ability to work effectively in a team and adhere to donor privacy and confidentiality
- Strong technical ability with experience working with content management and email marketing systems
- Advanced computer literacy including Microsoft Office and Raiser's Edge
- Valid driver's license preferred

All non-clinical employees are currently working remotely from home due to Covid-19 restrictions and safety precautions and will continue until it is safe to return to the office environment.

Application process: Please submit a resume and cover letter to careers@VictoriaHospice.org. While we thank all applicants, only those under consideration for the position will be contacted.