



## Development Officer, Annual Giving

### Victoria Hospice Society

At Victoria Hospice, our mission is to enhance the quality of life for those facing life-limiting illness, death and bereavement through patient and family centered care, education, research and advocacy.

Fundraising provides a substantial part of our organization's budget, and annual giving is particularly important. The Development Officer, Annual Giving, therefore plays an integral part of Victoria Hospice's fundraising team, carrying out initiatives that support Victoria Hospice Society's programs of care. Victoria Hospice donors are incredible, and most will have had or are going through a profound life experience. Victoria Hospice has a strong annual giving program on which to build, so this is a unique and compelling opportunity for a fundraising professional to:

- Join a caring, and supportive community of Hospice staff and volunteers
- Gain a unique opportunity to hear donor stories first hand
- Elevate an already strong annual giving program
- As the in-house annual giving expert, you will lead and shape this program by drawing on your experience and creativity
- Play a pivotal role in the community's evolving Hospice needs

Reporting to the Director of Fund Development, 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 responsible for coordinating and producing content, in a variety of styles for a range of audiences, including donor appeals, grant applications, impact reports, and other documents to promote the annual giving fundraising goals of Victoria Hospice.

#### What you'll do:

##### **Direct Response Fundraising and Donor Relations**

- Develop and execute annual giving strategies to increase donor retention, acquisition, and upgrades through various channels, including direct mail, email campaigns, and online giving
- Oversee and implement targeted, multi-channel direct response campaigns from content creation and writing to project management, data segmentation, and results reporting
- Develop and manage annual giving programs including Employee Giving, Tribute Giving and special Giving Days
- Manage and grow the monthly giving program to increase predictable funding
- Maintain an Annual Giving and Donor Communications calendar

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- Oversee data segmentation and personalization of the quarterly donor newsletter as it relates to the donor journey
- Collaborate with the Communications team on digital fundraising strategies and content creation to promote annual giving programs in publications, social media, and online.
- Develop reports and analytics tracking to monitor key metrics and revenue goals, making data-driven decisions to optimize fundraising efforts
- Cultivate and steward annual and monthly gifts from a portfolio of donors
- Develop and implement donor stewardship and recognition plans to ensure reporting to donors is timely, consistent, personalized and meaningful in communicating impact.
- Work with the Director of Fund Development to set and achieve annual fundraising goals and revenue targets and to evaluate portfolio progress
- Research and be proactive in best practices and new trends in the areas of direct mail, annual giving and donor communications

## Grants

- Lead the grant application process, including researching grants, preparing high-quality funding applications, letters of interest, proposals, and reports to funders
- Manage grant cycles, maintain a comprehensive schedule for grant opportunities, deadlines, follow-up activities, acknowledgment and reporting requirements
- Liaise with program experts as needed for proposal preparation and grant reporting requirements

## Other Duties

- Participate in overall department strategies to increase fundraising revenue and cultivate a culture of philanthropy
- Occasionally stand in as the first point of contact for the department, including answering the main fund development phone line

## What you'll bring:

- Bachelors Degree in Non-Profit Management, Fundraising, Communications, Marketing or related field or equivalent training and experience will be considered
- 3+ years professional fundraising experience with a proven track record of successfully managing donor relationships and meeting fundraising goals.
- Working knowledge of direct response, monthly giving, email marketing, and donor communications, their trends and best practices.
- Demonstrated skill in writing compelling fundraising appeals and engaging donor-centric messaging

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- Exceptional interpersonal skills and ability to communicate clearly with donors, program staff and funding partners
- Ability to creatively to overcome challenges and identify opportunities
- Strong analytical skills to interpret data effectively, guiding strategic decision-making and optimizing fundraising strategies for enhanced outcomes
- Highly organized with excellent attention to detail and ability to manage multiple priorities in a fast-paced environment
- Previous grant writing experience an asset
- Proficiency in Raiser's Edge NXT or similar donor database, and Microsoft Office suite
- Adherence to ethical fundraising principles and practices, including donor privacy and confidentiality
- Collaborative and positive attitude and willingness to contribute to the overall success of the Development team.

## **Additional Details:**

This is a permanent full-time position, 37 ½ hours per week. Some evening or weekend hours may be required.

The salary range is \$63,340 – 80,000 annually plus benefits, 4 weeks annual vacation, paid statutory holidays and participation in a defined benefit pension plan.

On-site presence required weekly with eligibility to work from home on occasion.

## **Application process:**

Please submit a cover letter with your resume to [careers@victoriahospice.org](mailto:careers@victoriahospice.org) by Friday October 18 at 9 am Pacific Time.