

Posting title: Development Officer, Estates and Gift Planning

Site: The Princess Margaret Cancer Foundation (700 University Avenue, 4th Floor)

Department: Foundation

Status: Permanent Full-Time

Do you want to be part of a bold, daring, and ambitious team that will Conquer Cancer In Our Lifetime?

About Us

Established in 1982, The Princess Margaret Cancer Foundation (PMCF) raises funds for Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world.

The PMCF vision is to Conquer Cancer in Our Lifetime. The Foundation enables people passionate about that vision to support it in many ways: from intimate events to epic challenges, from monthly & annual donations to tickets in the Princess Margaret Home lottery, and from Major Gifts to gifts from Estates.

The Princess Margaret is a proud member of University Health Network, Canada's largest research hospital network, which also includes Toronto General Hospital, Toronto Western Hospital, Toronto Rehab Institute and The Michener Institute for Education

About the Role

As an integral member of the Estates and Gift Planning Team, the Development Officer will execute marketing initiatives to identify and cultivate legacy prospects, and steward committed donors. The Development Officer will report directly to the Associate Director, Estates and Gift Planning.

We are seeking someone who is proactive, professional and enthusiastic about working collaboratively. The successful candidate will be caring, thoughtful, versatile and possess excellent communication and relationship-building skills, and attention to detail. We believe in teamwork, a passion for the cause and empathy when interacting with our donors, colleagues, and various stakeholders.

Candidates should have fundraising and legacy marketing experience.

Experience with Blackbaud CRM or another relational database is an asset for this position

You will:

Marketing

- Collaborate with the Marketing & Creative Services team to plan and execute lead generating initiatives
- Ensure all legacy ads are placed in key publications and assist in creating new, compelling material
- Plan and execute donor cultivation events as assigned, both in person and online
- Collaborate with other Foundation departments to ensure our key legacy messaging is on correspondence including newsletters, annual reports, donor coupons

Pipeline Development

- Review donor inquiries and responses to marketing activities
- Assess level of interest and readiness, to prioritize follow up (often contacting donor to acknowledge their interest and learn more)
- Assign follow up to the appropriate people or departments
- Schedule donor appointments for Estates & Gift Planning Donor Managers

Communications

- Respond to donor inquiries and monitor legacy email box
- Write donor letters and other correspondence
- Respond to internal and external requests for information from colleagues, hospital staff, donors and volunteers

Operations and Systems Management

- Update donor information in database, ensuring information, appeals and coding are accurate and up-to-date for legacy prospects and committed legacy donors, with careful attention to the integrity of the database and donor data
- Create data pull criteria and request data pulls for various gift planning mailings, emails, invitation lists.
- Ensure gift planning data lists are pulled and included for Foundation wide webinars

You have:

- University/College degree or equivalent experience
- Minimum 3 years of experience in fundraising
- Results oriented, plus excellent attention to detail and accuracy
- Ability to problem solve and work independently to execute assigned projects and achieve goals
- Ability to work effectively as part of a team, to be responsive and to meet deadlines
- Exceptional relationship building skills, proactive and comfortable speaking to donors, volunteers and stakeholders
- Exceptional written and oral communications skills
- Strong organizational and analytical skills
- Appreciate the importance of confidentiality, privacy and diplomacy
- Microsoft Office skills (Word, Excel and PowerPoint)

- Familiarity and aptitude with fundraising donor database (Blackbaud CRM experience is an asset)
- Passion for our vision: To Conquer Cancer in Our Lifetime
- Demonstrate a high level of ethics in fundraising

Why work with us?

- Experience a sense of purpose that you won't get anywhere else, in any other job. You will be making a difference for millions of people impacted by cancer
- We offer a competitive compensation package including competitive salary, incentive pay, health benefits, and Health of Ontario Pension Plan
- We have an open and approachable culture that enables you to bring your best ideas forward
- We will invest in your growth through ongoing learning opportunities, individual development planning, and education assistance programs
- We offer flexible working arrangements to support your need to balance life at work and at home

Vaccines (COVID-19 and others) are a requirement of the job unless you have an exemption on a medical ground pursuant to the Ontario Human Rights Code