



**Position Duration: Full-Time**

**Job Description:** Development Officer, Annual Giving

**Position Summary:**

Reporting directly to the Director of Communication, Marketing and Community Engagement, the Development Officer, Annual Giving is responsible for developing, managing and executing the Foundation's Annual Giving and direct mail fundraising efforts. In addition, the Officer will apply creative, professional and strategic approaches to sustaining, growing and stewarding Foundation donors through direct mail, tribute and memorial giving.

**Roles and Responsibilities / Specific Responsibilities:**

**Direct Mail/ Annual Giving Development**

- Act as the Foundation's in-house expert on all elements related to direct mail and annual giving;
- Create, source, research and write the content for each direct mail campaign;
- Implement A/B testing options in each mailer to track success and build best practices;
- Create and produce the layout/template/images for each mailer;
- Develop critical paths for each mailer;
- Develop an annual giving yearly plan;
- Research and develop the monthly giving program;

**Direct Mail/ Annual Giving Operations**

- Create effective and researched data segments with customization in each mailer;
- liaise with mail-house contractors for pricing, timelines, submission, coordination and execution of each mailer;
- Source items, inserts, giveaways and items that would enhance the effectiveness of the mailer;
- Continually track and measure revenue vs. expense for each mailer;
- Establish conversion rate targets for each year;
- Create post-campaign/mailer reports with summaries, trends, analysis and recommendations;

**Marketing & Communications**

- Work closely with the Manager, Digital Media and Marketing, in developing marketing and communications plans that enhance exposure, reach and revenue of mail programs/campaigns;
- Research best practices and new trends in the area of direct mail and annual giving
- Participate in stewarding direct mail donors using customized approaches consistent with the overall Foundation's stewardship plan

## **Non-Direct Mail Annual Giving**

- Support internal hospital giving programs;
- Manage the internal staff lottery with direct support from the Communications Coordinator;
- Develop and execute the in memory, tribute and gifts made in honour of hospital staff programs;

## **Administrative Supports**

- Provide administrative support on projects for the Director of Communications, Marketing and Community Engagement;
- Support the Foundation's stewardship and Signature events;
- Update donor/prospect information in RE database and donor recognition walls/areas;
- Participate in budgeting and forecasting revenue targets in concert with the Director;
- Other duties as assigned by the Director, Communications, Marketing & Community Engagement

## **Qualifications & Experience:**

- Post-secondary degree with work experience in the non-profit or charity landscape;
- 3+ years of experience in a direct mail fundraising / annual fund development;
- 3+ years of project planning/ coordination experience (A high level of computer literacy required - in particular, PPT, Word, Excel, Adobe, InDesign);
- Excellent project planning with acute attention to detail and deadlines;
- Excellent writing and storytelling skills;
- Candidates must be self-motivated, detail-oriented, and highly organized;
- Proven ability to work with multiple stakeholders, prioritizing and managing expectations internally and externally;
- Strong project management and analytical skills;
- Maintains integrity and high ethical standards;
- Knowledge of budgets, forecasting and analysis;
- Ability to take an innovative and inquisitive approach to discover relationship links between prospective donors and Niagara Health Foundation;
- CFRE credential would be an asset but not required;
- Knowledge of fundraising software such as Raisers Edge/NXT;