

Manager, Major Gift & Legacy
Full Time Permanent
Non-Union
Salary: \$62,500 - \$73,750



THE ORGANIZATION:

Ensuring access to essential, life-saving care and equipment and excellence in patient care.
That's what empowers the STEGH Foundation team every day. Together, we support our Hospital through fundraising and help provide the heartfelt healthcare our incredible, tight-knit community deserves.

The St. Thomas Elgin General Hospital (STEGH) is a 157-bed facility located in the City of St. Thomas and serving all eight municipalities within the County of Elgin. It is a fully accredited hospital offering a full range of hospital services and achieved *Accredited with Exemplary Standing* status from Accreditation Canada. The STEGH Foundation holds *Standards Accreditation* with Imagine Canada.

POSITION DESCRIPTION:

The Manger, Major Gift & Legacy position is a key member of the Foundation team who will be responsible for the identification, cultivation, solicitation and stewardship of current and prospective donors for the STEGH Foundation Campaign(s) and Development program. The incumbent will work closely with the Board of Directors, Chief Executive Officer (CEO), Foundation team and hospital stakeholders in the development and execution of major and legacy gifts strategies.

The Manager, Major Gift & Legacy position is a unique opportunity for a motivated and experienced development professional to impact strategy, development and growth for an ongoing campaign and new major gift and legacy program within the Foundation. This position requires both strategic vision, knowledge of all facets of development and a good working understanding of non-profit best practices paired with a hands-on and donor love approach to fundraising.

RESPONSIBILITIES INCLUDE:

- Develop and implement major program and enhance the legacy gifts program
- Personally manage a portfolio of approximately 100-125 major gift donors and prospects for personal, face-to-face cultivation, solicitation and stewardship.
- Identify opportunities for growth from the existing pipeline and raise revenue from individual, corporate, association and foundation donors.
- Work with the CEO, Foundation team and board members to identify major gift and legacy prospects.
- Design, develop and implement strategies designed to enhance continued and increased contributions to STEGH Foundation in a major gift capacity.
- Ensure contributions are appropriately recognized and assist in the coordination of stewardship materials with major donors regarding the impact of their giving, use of funds and periodic updates as necessary to maintain and build relationships to ensure their ongoing contributions to STEGH Foundation.
- Collaborate with the CEO to create gift agreements between STEGH Foundation and donors.
- Engage and maintain positive, productive relationships with volunteers (Board members, campaign chairs and other committees), physicians and other hospital representatives, to provide guidance and support along with identifying, cultivating and soliciting donors for Foundation funding priorities.
- Develop and maintain meaningful relationships that engage major and legacy donors and prospects with the STEGH Foundation mission.
- Provide ongoing updates on fundraising initiatives. Act as an ambassador for STEGH Foundation in the community; participate in major donor, networking or other events as needed, to cultivate and steward existing and new donors and develop new prospects.
- Formulate strategic and tactical plans for the successful cultivation and solicitation of major gift prospects and ensure personalized recognition and stewardship of donors.
- Effectively communicate STEGH Foundation's vision and communicate to donors fundraising priorities and donor impact through storytelling.
- Meticulously maintain the donor database (Raiser's Edge NXT) using best practices and procedures for data entry and record keeping.
- Adhere to all Foundation policies, procedures and business ethics.
- Develop an understanding of STEGH Foundations' programs, initiatives and needs.
- Research trends and data to create viable major gift and legacy program.
- Work in collaboration with Hospital Leadership, program area staff and other Foundation team members.
- Prepare a yearly Work Plan, aligned with STEGH Foundation Campaign(s) and Development program financial targets, as well as professional goals and objectives.
- Annually increase the number of individual donors giving at the leadership level, building a pipeline from current and past donors and volunteers as well as new prospects.
- Develop and implement individualized strategies for each prospect/donor in portfolio to increase overall giving levels.

- Make personal connections with prospects and past donors to cultivate, solicit and steward major and legacy gift donors.
- Work directly with donor advisors and/or help with developing planned giving program strategies as we build the development program as a team.
- Engage with high value leads and donors primarily via voice to voice interactions to cultivate planned gifts. Engage in relational fundraising with donors, including understanding donors' needs and goals in order to customize offer, motivating donors to make a significant gift of cash or appreciated securities.

QUALIFICATIONS & KEY COMPETENCIES

- A combination of education and experience, with five to seven years successful relationship building experience in a high activity charitable, non-profit or private sector / business environment.
- Post Secondary Diploma or a Bachelor's degree is preferred.
- Fundraising experience with demonstrated success in the area of major gift development at the five or six figure level, as well as experience in engaging and supporting senior volunteers for fundraising will be considered an asset.
- Demonstrate knowledge of planned giving vehicle, including wills, stocks & securities and life insurance.
- Achieve ambitious major gift activity levels and fundraising goals.
- CFRE preferred.

Support the Foundation's comprehensive fund development efforts:

- Provide prompt, friendly customer service to all donors and stakeholders.
- Document call notes promptly in CRM and share information with colleagues.
- Work with other staff to develop collaborative fundraising strategies for new projects.
- Monitor critical success measures in major and legacy giving and develop strategies to ensure healthy growth.
- Assist with special events and other functions as needed.

Knowledge, Skills, and Abilities:

- Demonstrated success in growing major and legacy giving.
- Knowledge and experience of the health sector is an asset.
- Exceptional interpersonal skills with a demonstrated ability to build relationships with individuals, corporations and foundations, ideally in the philanthropic sector.
- Excellent project management skills and ability to manage multiple projects as well as adjust to changing priorities concurrently while meeting deadlines.
- Ability to problem-solve, innovate and be creative. Willingness to learn.

- Proven research and analytical ability with a high attention to detail in order to gather and provide accurate and up-to-date information and offer recommendations based on research.
- Knowledge and understanding of finance principles will be considered an asset.
- Knowledge of ethical, legal and tax implications involved in estate giving.
- Excellent written and oral communication skills; ability to communicate effectively in varied settings with diverse audiences.
- Strategic thinking, planning and timely execution.
- Ability to work and thrive in a team environment as a leader, participant and facilitator; provide counsel and strategies to colleagues.
- Well-organized and able to meet goals and deadlines in a fast-paced environment.
- Ability to operate and thrive in a collaborative environment, as well as to work independently and be self-motivated in initiating contacts with potential donors. High degree of emotional intelligence and judgement in working with diverse stakeholders.
- High level of personal and professional integrity and commitment to ethical behaviour.
- Flexibility and enthusiasm to refine and enhance current systems and operations.
- Proficiency with CRM databases and data entry; knowledge of Raiser's Edge specifically will be considered an asset.
- Working knowledge of Microsoft Office Suite and Zoom.

The above statements are not intended to encompass all functions and qualifications of the position. Rather, they are intended to provide a general framework of the requirements of the position. Employees may be required to perform other functions not specifically addressed in this job description.

OCCUPATIONAL NEEDS

The Manager of Major and Legacy Gifts works 37.5 hours per week in a hospital office environment. Occasional work outside of regular office hours will be required during periods of peak activity and at special events. Work will require travel within Elgin County and London area.

The Foundation has a generous benefits package for the successful candidate that includes professional development, a strong health and dental plan, HOOP Pension and opportunities for growth.

HOW TO APPLY:

Applicants who wish to apply to this position must submit their cover letter and resume directly through the job portal at www.stegh.on.ca on or before September 19, 2022.

St. Thomas Elgin General Hospital Foundation is committed to a barrier-free respectful, accessible and inclusive work place. Upon individual request, the Foundation will endeavour to remove any barrier to the hiring process to accommodate those candidates with disabilities. Please inform us should accommodation be required at any point in the recruitment and selection process.

We thank all applicants who apply for this position, however, only those applicants selected for an interview will be contacted. In accordance with the Freedom of Information and Protection of Privacy Act, personal information will only be used for candidate selection.