

# ASSOCIATE VICE PRESIDENT, CAMPAIGN OPERATIONS

Scarborough Health Network Foundation (SHN Foundation)



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## Who we are:

Scarborough Health Network is a leading community teaching health network, consisting of three hospitals and eight satellite sites in Scarborough, one of the most diverse communities in Canada. Our Foundation works with generous donors, volunteers and community members to raise funds for state-of-the-art infrastructure and medical technology to support the hospital's mission to improve lives through exceptional care.

SHN Foundation is raising the profile of our hospitals through the *Love, Scarborough* marketing and fundraising campaign. The extraordinary success of *Love, Scarborough* has helped generate mass awareness, has inspired transformational gifts, and has shone needed attention onto healthcare inequity and gaps in Scarborough. The Foundation has seen tremendous growth all around (staff, events, donations, media coverage, partnership, etc.). It's an exciting time to join the organization as we continue to build upon this momentum!

Find out more about this compelling campaign by visiting [www.lovescarborough.ca](http://www.lovescarborough.ca).

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## What you'll be doing:

Reporting to the Vice President, Philanthropy, **the Associate Vice President (AVP), Campaign Operations will play a critical role in providing strategic vision and leadership of our current \$200 million *Love, Scarborough* campaign and planning for the next campaign.**

The AVP will be responsible for leading initiatives to strengthen and coordinate our fundraising processes, ensuring alignment of strategies and processes across our Major Gift, Annual, and Community Development programs. Through consultation and collaboration with the Hospital, **this position will help to identify our campaign priorities and direct the overall strategies for the Campaign.** The AVP, Campaign Operations will have 3 direct reports – Manager, Special Projects & Campaigns, Associate Director of Research, and Research Officer.

The ideal candidate must be passionate about fundraising in a healthcare organization. They should be organized, energetic, and a self-starter, with proven experience in campaign management, achieving fundraising targets and growing revenues in a hospital setting.

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## Your responsibilities:

1. Leads overall campaign management, strategy, and organization including reporting on prospect pipeline, tracking, task assignment, and maintenance of timelines.

2. Translates strategy discussions into concrete plans with start dates and deliverables for the campaign overall and key campaign constituencies. Maintains the master campaign calendar and ensures key activities are aligned with the plan, including cultivation events, Cabinet meetings, committee meetings, etc.
  3. Leads the research activities to grow the prospect pipeline.
  4. Collaborates with the Foundation staff in the identification, cultivation, solicitation and stewardship of campaign prospects and donors and leads prospect strategy meetings to drive activity in partnership with the Research team.
  5. Establishes, communicates, and maintains departmental and organization-wide policies and procedures related to campaign fundraising.
  6. In partnership with the AVP, Marketing and Communication, provides a holistic communication plan for the campaign for multiple audiences, both internal and external to the organization.
  7. Manages the campaign budget in partnership with the VP Finance & Operations and VP Philanthropy. Develops multi-year planning assumptions for revenue expectations. Supports a multi-year revenue/expense budget plan for the campaign, informed by the key campaign milestones and investments identified in the plan. Works in concert with the VP Finance & Operations to ensure donation reporting is accurate by project and gift acceptance is compliant with Foundation policies.
  8. Establishes agenda and materials for the Campaign Cabinet Executive meetings, supporting the strategy for transformational donors. In partnership with the President & CEO, VP Philanthropy, and Special Advisor, develops, tracks and supports activity for top campaign prospects.
  9. Liaises with the Hospital to confirm campaign priorities and the development of case for supports.
  10. Works with the VP, Philanthropy to ensure coordination and alignment between the Campaign Cabinet, Campaign Leadership Committee and other campaign sectors as needed.
  11. Manages, coaches and develops direct reports, ensuring responsibilities and accountabilities are well defined.
  12. Support and implement strategic initiatives across the organization.
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## **What you bring to the position:**

- Undergraduate degree or diploma in fundraising, sales, or marketing (or similar field)
- Minimum 7-10 years of experience working in a registered charity in a fundraising capacity, preferably within a hospital setting.
- Experience organizing, implementing and guiding transformational campaigns
- Understanding of donor and volunteer management (particularly high value philanthropists, community leaders, and business executives)
- Strong influencing and collaboration skills with the credibility and persuasiveness to secure support from diverse sources

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## Your competencies include:

- Results driven with demonstrated success in fundraising
- Proficient in constituent relationship management (CRM) tools and software (Raiser's Edge, Salesforce, Dynamics365, Raiser's Edge, or Donor Perfect)
- Superior planning, organization, and time management skills
- Excellent at writing, Power Point, and visual presentation
- Ethical and strives to understand and appreciate the diversity of our patient/staff population and community
- Willingness to work flexible hours, including some evenings and weekend

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## Additional qualifications that are assets:

- Certified Fundraising Executive (CFRE) designation (or working towards designation)
- Membership in a fundraising association, e.g. Association of Fundraising Professionals (AFP), Canadian Association of Gift Planners (CAGP), Association of Professional Researchers for Advancement (APRA), and/or Association for Healthcare Philanthropy (AHP)
- Project management certification/designation (PMP, CAPM)

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## What we have to offer:

When you work for SHN Foundation, you join a caring and collaborative team that is invested in both your success and career development. This is an exciting time to join a growing and meaningful organization, with ambitions to make the biggest impact yet to healthcare in Scarborough.

We offer an excellent package to employees, including a competitive salary and annual performance bonus, an industry-leading defined benefit pension plan through HOOPP, comprehensive benefits, and the opportunity to progress and build your career. The salary range for this position is \$130,000 - \$150,000 annually, dependent on experience.

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## How to apply:

We would love you to join our team! To apply for this position, please submit your cover letter and resume through our Careers page at <https://www.shn.ca/careers-volunteering/careers/>.

The job posting will close on November 17, 2023. Applicants may be screened throughout application period.

All applications will be held in strict confidence. We thank all applicants in advance.

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## Accommodation Statement:

Scarborough Health Network Foundation (SHN) embraces and celebrates our community's unique multicultural heritage and diversity. SHN is an equal opportunity employer, dedicated to a culture of inclusiveness and diversity reflecting our diverse patients, staff and community alike. We are committed to providing barrier-free and accessible employment practices in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). Should you require accommodation through any stage of the recruitment process, please make them known when contacted and we will work with you to meet your needs.

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Job Number: J1023-0853

Job Title: Associate Vice President, Campaign Operations

Department: Foundation

Job Category: Foundation

Location: Centenary; travel is required to other sites, events, and meetings as necessary

Job Type: Full-time, permanent

Reports to: Vice President, Philanthropy

Number of Positions: 1

Number of Direct Reports: 3

Hours: Monday to Friday, with flexibility for evenings and weekends

Job Description Last Updated: September 29, 2023

Application Deadline: November 17, 2023; applicants may be screened throughout application period