

Coordinator, Campaign Operations

POSITION INFORMATION

Job Title:	Campaign Operations Coordinator
Department:	Operations
Reports to:	Associate Vice-President, Campaign Operations
Date Completed:	
Date Revised:	August 6, 2024

DEPARTMENT SUMMARY

St. Michael's Hospital Foundation (SMHF) is the exclusive fundraising organization to generate and manage philanthropic funds for St. Michael's Hospital and Providence Healthcare, within Unity Health Toronto. Through multiple lines of fundraising income generation and stewardship activity, SMHF, in conjunction with Unity Health will define and promote the St. Michael's and Providence brands to maximize philanthropic revenue to fuel their healthcare, research, teaching and health equity missions. We will inspire our communities, local, provincial, national and international, to invest in our organizations' priorities to drive and implement innovation that will equitably support all members of our society to manage and overcome disease and health crises and live healthier lives to create a more inclusive and thriving society.

POSITION SUMMARY

The Campaign Operations Coordinator will support the operations and implementation of St. Michael's Hospital Foundation's comprehensive fundraising campaign. The Campaign Operations Coordinator will apply exceptional organizational and database management skills to provide administrative support in the development, execution and implementation of campaign fundraising strategies, campaign reporting, campaign operations and the volunteer Campaign Committees.

RESPONSIBILITIES & ACTIVITIES

Responsibility	Campaign Operations
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Activities:

- Provide operational support to the Associated Vice-President, Campaign Operations, through effective and organized day-to-day administration including but not limited to scheduling meetings, drafting and compiling materials, data entry, and reviewing campaign reports.
- Support the development and management of departmental and organization-wide procedures related to campaign fundraising.
- Support best practice and ensure a high level of data quality and integrity in Raiser's Edge through timely and accurate data entry, record maintenance and prospect tracking.
- Support the creation and ongoing development of the campaign gift chart and prospect pipelines, including tracking of campaign prospects and gifts secured, and maintaining prospect and pipeline reports to support campaign forecasting.
- Provide support on the operationalization of campaign funding priorities, content roll out and education, and maintaining tracking and reporting systems to measure progress against goals.
- Using the Raiser's Edge database and Power BI, maintain, and update campaign metrics, and support the development and tracking of key metrics at all stages of the fundraising cycle, including the pulling and distribution of reports.
- Represent team on Foundation projects and committees as assigned.
- In partnership with the Stewardship team, support ongoing development and improvement of stewardship processes to enhance operational effectiveness and efficiency, on an as needed basis.
- In collaboration with the Annual team, support the implementation of annual activations across the Major Gift team to help build the major gifts pipeline through lead generation, acquisition, and retention.
- Support the execution of a Campaign Committee communications and engagement journey, including an annual meeting calendar, regular email communications, stewardship touchpoints, learning opportunities, and campaign events.
- Provide administrative support to the fundraising activities of the Campaign Committees, including coordinating of follow-up actions, and maintaining ongoing reporting of volunteer metrics and tracking of the onboarding process, on an as needed basis.
- Assist with campaign cultivation and stewardship, through the completion of project briefs, identification and development of invitation lists, drafting and prompting of follow-up strategies.

Responsibility	Planning & Communications
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Activities:

- Support the Foundation’s strategic planning by gathering and disseminating information about campaign trends in Healthcare and Philanthropy for regular use in presentations, reports and other communications.
- Assist in the preparation of an annual plan of measurable goals and strategies (including precise and practical deadlines), to maximize campaign operations to the organization.
- Provide input that can be incorporated into the overall Foundation annual and longer – term plans.
- Work with colleagues to plan and execute communications for volunteer cohorts.

Responsibility

Team Membership and Leadership

Activities:

- Work and interact with others according to the core values of the organization and to contribute to building a safe, inclusive and high-performing workplace.
- Act as an ambassador in the profession and throughout the community, positively representing St. Michael’s Hospital and Providence Healthcare within Unity Health and the Foundation.
- Abide by the policies and procedures of the Foundation, and where applicable, the Hospital.
- Abide by the Occupational Health and Safety Act, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Perform other duties as assigned in order to meet the overall goals and objectives of the Foundation.
- Operate within the culture and core values of the organization.

KNOWLEDGE & SKILLS

- Post-secondary education in a related field. College minimum – or a combination of comparable skills and experience.
- 2-4 years of progressive experience in a fundraising environment, preferably in a large, dynamic, not-for-profit environment.
- Campaign related previous experience is an asset.
- Demonstrated experience managing data-input for reporting.
- An analytical nature with an above average level of initiative and attention to detail.
- Demonstrated ability to think strategically, work independently, and manage multiple competing priorities with producing a high quality of work in a high-volume, and results oriented environment.
- Strong knowledge of Raiser’s Edge or a comparable relational database including database management, analysis and report generation and queries.
- Exceptional computer skills, including a high level of experience with Microsoft Office and software applications.
- Exceptional administrative and project management skills, with proven ability to set priorities and meet deadlines with minimal supervision.
- Demonstrated excellent oral and written communication skills including proofreading experience.

- Demonstrated independence and resourcefulness, while working within the framework of a team-oriented environment, all while being curious and inquisitive with an appetite to learn.
- Excellent client service and proven ability to handle sensitive and confidential situations, demonstrate poise, tact and diplomacy when working with executive leaders and volunteers.
- Willingness to work flexible hours, including some evenings and weekends.
- Demonstrated commitment to and understanding of the mission and values of St. Michael's Hospital.