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## Job Description – Manager, Annual Giving

### **Position Summary:**

Reporting directly to the Director, Philanthropic Operations, the Manager, Annual Giving is responsible for developing, managing and executing the Foundation's Annual Giving and direct mail fundraising efforts. In addition, the Manager will apply creative, professional and strategic approaches to sustaining, growing and stewarding Foundation donors through direct response, tribute and memorial giving, and staff appreciation giving.

### **Roles and Responsibilities / Specific Responsibilities:**

#### **Annual Giving Development**

- Using mail, telemarketing and digital tools and other customized and consistent approaches, develop an integrated annual giving yearly plan that outlines the solicitation of, communication to (engagement) and stewardship of
  - o active and lapsed donors
  - o ex-patient acquisition
  - o newly acquired donors, regardless of donation method
  - o online donors
  - o new e-newsletter subscribers
- Research best practices and new trends in the area of direct response and annual giving
- Contribute to identifying and building the mid-level and major gifts pipelines
- Create and implement integrated digital fundraising opportunities

#### **Direct Response**

- Develop critical paths for each individual campaign/activity;
- Create, source, research and write the content for each direct mail campaign;
- Coordinate the layout/template/images for each mailer;
- Determine effective and researched data segments with customization in each mailer to increase acquisitions, retention and upgrades;
- liaise with mail-house contractors for pricing, timelines, submission, coordination and execution of each mailer;
- Source items, inserts, giveaways and items that could enhance the effectiveness of the mailer;
- Continually track and measure revenue vs. expense for each mailer;
- Establish and track conversion rate targets for each year;
- Create post-campaign/mailer reports with summaries, trends, analysis and recommendations;

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### Non-Direct Response Annual Giving

- Execute the in memory, tribute and gifts made in honour of hospital staff programs, including presenting the recognition to staff;
- Sustain, expand and steward the monthly giving program, including acquiring new monthly donors, upgrading existing donors and re-acquiring monthly donors who have come off file

### Marketing & Communications

- Work with Foundation colleagues to develop marketing and communications plans that enhance exposure, reach and revenue of mail programs/campaigns as well as the non-direct response Annual Giving activities;
- Discover and share success stories of patient care

### Administrative Supports

- Support the Foundation's stewardship and Signature events;
- Participate in budgeting and forecasting revenue targets in concert with the Director, Philanthropic Operations;
- Other duties as assigned by the Director, Philanthropic Operations

### 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
- 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 the Ajax Pickering Hospital Foundation;
- CFRE credential would be an asset but not required;
- Knowledge of fundraising software such as Raisers Edge/NXT

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### Why You Should Join Us:

- A comprehensive benefits package including an outstanding health/dental program, RRSP matching program and a generous vacation allowance.
- An expected salary up to \$80,000
- A collaborative work environment
- And be part of a great Foundation team!

### Application Instructions:

Please submit a PDF of your cover letter and resume, addressed to Jennifer R. Collins at [aphfoundation@lh.ca](mailto:aphfoundation@lh.ca)

- Subject Line: Manager, Annual Giving
- Deadline: October 31st, 2025

We thank all candidates for their interest. Only those selected for an interview will be contacted. No telephone or walk-in inquiries.