



**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 the development, management and execution of the Foundation's Annual Giving and direct marketing 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 annual plan

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 mailers effectiveness
- Continually track and measure revenue vs. expense for each mailer
- Establish conversion rate targets for each mailer
- Develop an annual giving annual report with recommendations and trends observed

## Marketing & Communications

- Work closely with the Senior Communications Officer in developing marketing and communications plans that enhance exposure, reach and revenue of mail programs/campaigns
- Manage and develop microsites related to Annual Giving 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

- Develop, manage and execute internal hospital staff giving strategies
- Develop and execute the in memory, tribute and planned giving strategies

## Administrative Supports

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

## Qualifications & Experience:

- Post-secondary degree with work experience in the not-profit or charity landscape
- Excellent project planning with acute attention to details and deadlines
- Excellent writing and storytelling skills
- 2 – 3 years of experience in a direct mail fundraising / annual fund development
- 2 – 3 years of project planning / coordination experience (A high level of computer literacy required – in particular PPT, Word, Excel, Adobe, InDesign)
- 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 highly ethical standards
- A knowledge of budgets, forecasting and analysis
- Ability to take an innovative and inquisitive approach to discovering 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

Please submit your resume and letter of interest to:

[chris.green@niagarahealth.on.ca](mailto:chris.green@niagarahealth.on.ca)

We regret that only those candidates who are chosen for an interview will be contacted personally. We thank all applicants in advance for their interest in Niagara Health Foundation.