



## JOB PROFILE

**POSITION TITLE:** Manager, Annual Giving  
**REPORTING TO:** Director, Development  
**CLASSIFICATION:** Professional  
**LAST REVISED:** September 23, 2018

## JOB SUMMARY

Reporting to the Director, Development and serving as an important member of the Development team, the Manager, Annual Giving is responsible for the Foundation's multi-faceted annual giving program. Working in collaboration with the Director, the Manager will provide strategic program design and will work to maximize annual philanthropic revenue, ensuring long-term financial support for Regina's hospitals. A proactive, strategic, goal-oriented fundraising professional, the Manager, Annual Giving will play a key role in the growth plan of Hospitals of Regina Foundation.

## KEY RESPONSIBILITIES AND ACCOUNTABILITIES

### Fundraising

- Oversee, manage and grow the existing direct mail program, including liaising with suppliers, managing timelines, and working collaboratively with colleagues to identify patient stories.
- Project manage an employee giving 50/50 raffle program as a new revenue stream.
- Research, recommend and initiate a plan for donation solicitation in order to grow the monthly giving program.
- Continue to grow the intermediate giving program
- Collaborate effectively with development colleagues in planned and major gifts to ensure an integrated approach to fundraising.
- Other duties as assigned.

### Strategic Program Development

- Lead activities related to the growth of the Foundation's email strategy.
- Contribute to the development of and implementation of the Foundation's "Grateful Patient" program.
- Create queries, exports and reports in order to analyze and track data to evaluate program effectiveness and recommend annual program planning.

### Program Expertise and Team Management

- Learn from colleagues and professional development opportunities in order to be an ambassador for the best practices of charitable fundraising.
- Stay abreast of philanthropic developments, trends and industry challenges that may assist or impact the annual giving program.
- Manage and guide the Development Officer, Donor Relations to be successful in his/her role.

## KEY SKILLS AND COMPETENCIES

- A strong understanding of the nuances of direct response programs
- Experience developing a direct response letter
- Demonstrated ability designing and implementing new revenue streams
- Interest in, and experience with, data analytics
- Outstanding communications skills – written, oral and presentation
- Good organization skills and attention to detail
- High level of personal and professional integrity and commitment to ethical behaviour
- Demonstrated ability to work well as a member of a team
- Self-starter who takes initiative and always follows through on a commitment
- Commitment to the team and the Foundation's objectives

## EDUCATION AND EXPERIENCE

- Minimum three to five years relevant experience in the charity sector
- Previous experience managing staff
- University degree or college diploma or equivalent combination of education/experience
- High proficiency with Microsoft Office required
- Working knowledge of Raisers Edge or other donor database
- Member in good standing with Association of Fundraising Professionals (AFP)

## OCCUPATIONAL NEEDS

Working conditions are normal for an office environment. Occasional work outside of regular office hours will be required during periods of peak activity and at special events. Work may require travel within Regina.

### Location:

- Regina, Saskatchewan