



## IWK Foundation

### **Manager, Annual Giving**

#### **Who We Are:**

The IWK Foundation, together with its donors, strives to be the catalyst to revolutionize health care and research for women and children. The IWK Foundation is committed to continuous improvement and running a business that is entrepreneurial, innovative, and based on strong values.

#### **What We Need:**

We are looking for a Manager, Annual Giving, to plan, design, implement and evaluate all components of the Foundation's Annual Giving program. This is a hybrid role as defined by the IWK Foundation's Flexible Work Plan.

Complying with IWK Foundation policies, ethics, and Donor Bill of Rights, this position is primarily responsible for leading the Annual portfolio including strategic planning and annual business plan development, implementation of programs and process, and delivering on revenue and expense budgets.

Through the development and execution of an integrated strategy across a variety of methods and segments, this role achieves its annual revenue targets through integrated direct response, monthly, symbolic, memorial and tribute giving programs. These strategies are built and executed by the Manager of Annual Giving, in collaboration with cross functional teams both internally and externally.

This position plays a lead role in positively impacting the overall donor retention, migration, and acquisition strategies. The Manager will be a key team member in helping to develop a strong pipeline for the mid-level, major and planned gift portfolios within the philanthropy team.

#### **Responsibilities:**

- In partnership with the Philanthropy and Leadership Team, lead the planning, strategic development, implementation, and management of the Annual Giving portfolio as it aligns with the business goals of the organization.
- Manage, coach and counsel team members to ensure workflow from the department is accurate, timely, consistent, and aligned with overall organizational goals including performance management.
- Contribute strategically and collaboratively to the overall goals of the Department and wider Foundation team.
- Promote Foundation policies and processes and act as an ambassador for the organization's culture.
- Strong leader of people and projects, working towards a common goal.
- In collaboration with the Director of Development, develop strategies to increase annual revenue that contribute to the overall fundraising goals of the organization and create a growing and sustainable foundation of annual support.
- Develop and execute annual business plans.
- Create revenue recovery plans when required to address potential shortfalls.
- Contribute strategically and collaboratively to the overall goals of the Department and broader Foundation team.

- Provide leadership guidance for the Foundation's prospect management program to identify new opportunities for the philanthropy team.
- Develop a long-term strategy to maximize opportunity and grow portfolio revenue.
- As a Subject matter expert, stay on top of the latest fundraising trends and innovative practices.
- In collaboration with a cross-functional team, develop and lead strategy for the Annual Giving Program and be accountable for meeting or exceeding revenue targets for the various annual giving programs.
- Provide direction and insights into the development of the marketing program for Annual Programs where required.
- Establish strategic donor segments for various campaigns to maximize results and fulfil donor requests for mailings.
- Manage relationships with the Foundation's direct response vendors including obtaining quotes and project managing services.
- Develop and implement strategies to acquire new monthly donors with a specific focus on conversion, retention, and migration.
- Provide leadership guidance for the Foundation's prospect management program to identify new opportunities for the philanthropy team.
- Support the growth, retention, and migration of monthly Founders by building relationships with these individuals.
- Provide support to the Donor Engagement team to ensure timely recognition, stewardship, and accountability to donors.
- Lead acquisition, retention, and migration strategies to continuously create sustainability and growth of the donor pipeline.
- Develop and oversee budgets, progress, deadlines, goals, and objectives related to the Annual Giving program. This includes revenue targets, expenses, projections, statistical reporting and analysis of annual giving campaigns and programs.
- Proactively report on fundraising results for each campaign in relation to monthly revenue budgets.
- Conduct a detailed evaluation and analysis of each campaign to inform future strategy, improvements, and initiatives.
- Assist with defining donor strategy and developing donor segmentation lists for various initiatives (i.e., call-out programs and direct campaigns).
- Manage the execution and review performance of all annual giving initiatives.
- Complete regular revenue, donor activity, and budget variance reports.
- Meet, manage, and record metrics associated with activity targets.
- Practice effective methods to prioritize and organize work to ensure timeliness, productivity, and quality of work.

**Who You Are:**

You are a professional, with natural leadership and a passion for the IWK Foundation mission.

You offer:

- At least 5 – 7 years of experience in roles in not-for-profit with increasing responsibilities and complexities.
- At least 3 years of experience in a leadership role; prior leadership experience in not-for-profit or fundraising is an asset.
- A post-secondary college or university diploma.
- Ability to prioritize and focus on competing priorities and deadlines.
- Possess exceptional organizational and time management skills with attention to detail.
- Enjoy a fast-paced environment.
- Communicate effectively across all levels of an organization internally and externally.

You are a values-based individual who enjoys working with a dedicated and hardworking team.

**What Do You Do Now?**

If you are passionate about children's and women's health, with a desire to be a part of something important in our communities, hearing patient stories, meeting patients, patient families, donors and other health care professionals impacted by the work the Foundation does each day, then this is your opportunity! The IWK Foundation also provides a competitive compensation package.

If this role seems right for you, please provide a cover letter outlining why you believe it is a fit, along with your resume to [iwkcareers@iwkfoundation.org](mailto:iwkcareers@iwkfoundation.org). We thank all candidates but only those selected for an interview will be contacted.

We welcome all applicants who self-identify as Indigenous, Black/African Nova Scotians, Persons of Colour, Immigrants/Newcomers, Persons with Disabilities and 2SLGBTQIA+ to apply and represent the communities that we support.