



## IWK Foundation

### **Digital Fundraising Platforms Lead**

#### **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:**

Be part of the future of women's and children's healthcare, by leading the development and management of the Digital Platforms Fundraising Portfolio. You will be the subject matter expert that oversees and provides strategic recommendations for peer-to-peer platforms, focusing on DIY, event and E-Commerce platforms.

As the Digital Fundraising Platforms Lead, you are the go-to resource for the digital fundraising platform. You will develop and manage the platforms, write content as needed, run reports, troubleshoot and focus on measurements and analytics to inform strategic facts and decision making.

While managing relationships with external vendors, you will also focus on building collaborative relationships with colleagues across the organization with the objective to contribute to the overall goals of the Foundation and act as an ambassador to the culture of the Foundation.

As the Digital Fundraising Platforms Lead, you are a key member of the Brand team. This role is classified as a hybrid position as per the IWK Foundation's Flexible Work Plan.

#### **A. LEADERSHIP**

- Lead the development and management of the Digital fundraising platforms portfolio as it aligns with business goals of the organization.
- Contribute strategically and collaboratively to the overall goals of the Department and wider Foundation team.
- Promote Foundation policies and processes and act as ambassador for organization's culture.
- Plan and develop goals and priorities for a department.'
- Some budget understanding, but no formal budget assigned

#### **B. DIGITAL LEADERSHIP**

- The role is the subject matter expert for Luminate Online/Blackbaud development components, donations forms, TeamRaiser.
- An understanding of Generative AI and how to use ChatGBT platforms through prompt engineering.
- Ensure all digital properties meet security standards.
- Troubleshooting e-receipt or other technical issues.
- Maintaining regular communication on digital or IT topics.
- QA with Yeeboo as needed.
- Assist with redirecting or recoding of gifts as needed.

### **C. DONATION FORMS**

- Manage donation forms. Create or amend as needed including coding.
- Collaborate with colleagues to ensure data is collected properly from donation forms and tracked in Luminate and RE systems correctly.
- Donation form testing.

### **D. E-COMMERCE PLATFORMS**

- Develop and manage E-Commerce platforms, write content as needed, run reports, troubleshoot and focus on measurement and analytics which will inform strategic direction.
- Act as a back-up for Digital Specialist on website maintenance and content population when needed.

### **E. PEER-TO-PEER FUNDRAISING PLATFORMS**

- Lead account work with Yeeboo as it relates to TeamRaisers and donation forms.
- Technical support for TeamRaisers to Philanthropy or to Donors.
- Maintain, revise and monitor ongoing content for TeamRaiser.

#### **Who Are You:**

You are known for your great attitude, accountability, strong teamwork, and both your internal and external relationship management skills.

You have:

- 5+ years' experience in a similar role(s).
- Relevant post-secondary degree or diploma, preferably in business, marketing, communications, public relations, marketing, or a related area of study.
- Strong writing proficiency – you can write clear, engaging, and informative text.
- Strong knowledge of the landscape of digital platforms.
- Strong relationship management.
- Project management – overseeing critical projects from inception to roll out, and hypercare following rollout.
- Proficiency in Microsoft programs including Word, Excel, and Outlook.
- Self-direction, with excellent time management skills.
- Focused attention to detail.
- A confident, energetic, and positive outlook.

You thrive working in a fast-paced environment, collaborating with a dedicated and passionate team to enable world-class care for Maritime children, women, and families.

#### **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) using the subject line: Digital Fundraising Platforms Lead. 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.