



IWK Foundation

Development Information Officer (Term Position)

Who We Are:

The IWK Foundation is the fundraising partner of IWK Health and is a champion for excellence in women's and children's health.

What We Need:

As a key member of the Philanthropy team, the Development Information Officer is integral to the fundraising cycle by proactively researching and providing donor insights while maintaining the moves management program. This includes prospect research and pipeline management. This role is also responsible for data integrity along with extracting and compiling donor segmentation, lists, reports, metrics and analytics. The anticipated length of the term position is 15 months. This role works within the IWK Foundation's flexible work plan, and the position is considered a hybrid role.

Responsibilities:

- Oversee the moves management program/information through the implementation, maintenance and compliance of the organization's business processes to ensure it meets the needs of the development team
- Provide relationship managers with updated account lists and regular account activity reports to assist with account planning and strategy development
- Ensure donor information/coding is accurate and up to date
- Identify and determine donor segmentation for each Direct Mail/Response campaign
- Create Data Plans and extract lists based on donor segmentation from the Raisers Edge database
- Extract customized donor lists for eblasts and donor insights
- Maintain data integrity and update donor records in database
- Provide leadership with reports and metrics on overall health of pipeline
- Pull financial results for each campaign based on segmentation
- Conduct detailed analysis of each campaign
- Provide donor retention, migration and acquisition results
- Conduct data mining projects using advanced queries in Raiser's Edge to proactively identify, research, rate and recommend current and potential new major gift and planned giving prospects (individuals, corporations and foundations); makes recommendations for assignments based on findings
- Engage in proactive identification of new prospects/donors utilizing a wide variety of sources including media review, list review, online databases, etc.
- Qualify major gift prospects by researching and analyzing affiliation, interest, giving potential to the IWK
- Analyse and interpret data to make recommendations regarding priority of prospects, giving capacity, "right ask" amount, timing of approach, etc
- Conduct detailed biographical, corporate and foundation research for identified prospects using advanced online databases and other web-based sources along with other reference materials (media-related, house files, etc) to determine corporate and individual philanthropic capacity and interest in supporting the IWK.

- Ensure detailed, clear and up-to-date profile reports/backgrounders and research briefings on prospects and/or groups of prospects are prepared as requested and required for cultivation or solicitation calls, various meetings, events etc
- Lead and manage initiatives and projects in the areas of data clean up, data governance and quality for the records in the Raiser's Edge database
- Provide data definitions, establish quality expectations and ensure compliance to those expectations
- Identify and leverage opportunities to continually improve the quality of data management systems, processes and standards
- Takes a "hands on" approach to data cleaning

Who You Are:

- Completion of post secondary program in Business or Information Management
- Minimum 5 years of experience working in data and information development
- Experience in data extraction with Query and Export modules of Raisers Edge or equivalent CRM database
- Experience in analytics and research
- Experience in Raisers Edge NXT an asset
- Ability to manage competing priorities and maintain deadlines
- High degree of attention to detail and accuracy
- Outstanding approach to teamwork, collaboration, and communication.
- High degree of resourcefulness, flexibility, and adaptability.
- Good written and verbal communication skills
- Ability to explain concepts and theories to non-technical audiences
- Sense of humor

You thrive working in a fast-paced environment with competing priorities supporting a dedicated and passionate team.

What Do You Do Now?

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 iwkfcareers@iwk.nshealth.ca. We thank all candidates but only those selected for an interview will be contacted.