

POSITION DESCRIPTION

Associate Director - Annual Giving

Purpose:

Wellspring Calgary relies solely on the community to ensure that our high quality programs are offered at no charge and without referral to our members: people living with cancer. Reporting to the Director of Philanthropy, and working closely with the Executive Director, Board of Directors, staff, volunteers, and members, the Associate Director Annual Giving is responsible and accountable for all initiatives related to annual giving. The portfolio includes: annual organizational donors, monthly giving, direct response, gift-in-kind donations, tributes and memorial gifts, workplace giving, and oversight of events.

The Associate Director will develop creative donor attraction and engagement strategies to grow the number of contributions and overall value of annual gifts. Donor recognition, relations and cultivation, as well as corporate giving, online grant applications, volunteer support, campaign measurement and reporting are included in the role. In addition, the Associate Director is responsible for the highest level of customer service that will maximize Wellspring's relationship with donors and ensure retention of those relationships to encourage future gifts to the Wellspring.

Working as part of a team with specific portfolios which include the Events Manager and Fund Development Coordinator, the Associate Director will demonstrate strong leadership and project management skills and have the capacity to think strategically as well as apply the details.

Resource Development staff are expected to exercise compliance with the Wellspring Fund Development Ethical Fundraising Policies; adhere to Canada Revenue Agency regulations; ensure constituent information is accurately recorded; and provide stewardship in accordance with guidelines.

Responsibilities:

Key activities and responsibilities include:

- Actively represent Wellspring in the community by being a knowledgeable and enthusiastic ambassador of our privileged work, continually engaging, developing and maintaining supportive relationships
- Manage and grow all aspects of Wellspring's annual giving program;
- Develop and execute strategies and initiatives for maximizing annual giving, including but not limited to: direct mail appeals, newsletters, e-appeals, monthly giving, events and stewardship;
- Develop and maintain donor relations including recognition, stewardship, cultivation and renewal of annual gifts;
- Work with the Events Manager to expand the reach of signature, partner and third party events;
- Expert in Canada Revenue Agency tax receipting policies and procedures;
- High level of knowledge and understanding of Wellspring's Raiser's Edge database;

- Understanding of and willing to learn Blackbaud's Luminate (TeamRaiser) events software tool;
- Deliver exceptional customer service and support to donors, prospective donors and the Wellspring team; and
- Bring creativity and enthusiasm to the workplace.

Specific Competencies:

- A degree or diploma in a related field such as non-profit studies or communications with a minimum of five years of related experience
- A minimum of three years of experience with a proven track record of developing, managing and implementing an annual giving program that achieved financial goals
- High degree of familiarity and competence with all fundraising areas
- Strong computer software skills are required including Microsoft Office Suite
- Strong cultivation, negotiation and relationship management skills
- Energetic, organized, attention to details, able to multi-task and prioritize
- Demonstrates initiative; ambitious, enthusiastic, and friendly
- Excellent project management and planning experience
- Knowledge of Raiser's Edge is required and experience using TeamRaiser preferred
- Social media savvy
- Highly developed interpersonal, verbal and written communications skills, and presentation capabilities
- Affiliation with professional organizations such as AFP, CFRE or CAGP
- Proven experience handling multiple tasks to accomplish goals
- Able to thrive in an atmosphere of change and continuous improvement
- Ability to thrive in a team environment and provide leadership to a group
- Proven commitment to service excellence and quality
- Occasional evenings and weekends required throughout the year
- Some light lifting of event and agency brand materials for external presentations and events

Personal characteristics

- Ethical
- Personal integrity
- Sense of humour
- Strong team orientation
- Respectful
- Flexible

Working Relationships:

- Work closely with Director of Philanthropy to coordinate and promote annual giving activities and keep supervisor informed about progress on initiatives to most effectively meet revenue program, organizational and donor needs.
- Work effectively with Fund Development Coordinator, Events Manager and volunteers to ensure execution and success of events and revenue programs.

- Maintain appropriate lines of communication within the agency.
- Develop and maintain working relationships with the community to expand Wellspring Calgary's constituency.
- Provide clear and accurate information to potential donors, the community, other agencies and sponsors regarding the agency's function and current programs.
- Maintain appropriate professional boundaries with members, colleagues, and donors.

We offer a competitive salary and an empowering and inspiring work environment. This is a full-time position.

Closing Date

February 28, 2017, or until a suitable candidate is hired.

Applications

Please send your resume and cover letter by email with **Associate Director, Annual Giving in the subject line** of the email to:

Suzan Valenta
Director of Philanthropy
suzanv@wellspringcalgary.ca

Note: The preferred method of application is via e-mail. No phone calls please. We thank all applicants but only candidates selected for an interview will be notified.