



## **We're in the business of changing lives**

The QEI Foundation inspires generosity to advance health care at the QEI Health Sciences Centre (QEI) – Atlantic Canada's leading healthcare institution. Renowned for its innovation and leadership in philanthropy, the Foundation is currently seeking a highly motivated and qualified individual to join our dynamic team of professionals as our **Direct Marketing & Engagement Coordinator**.

As the ideal candidate you are both a doer and a dreamer. Your passion for direct marketing goes beyond your perfectly-organized day planner and your experience. You live to inspire those around you by executing strategies that foster giving and engagement; acting as the bridge between strategy and creativity to help ensure programs remain donor-centered and data-driven. You're thriving in day-to-day tasks in a fast paced environment. You see problems as opportunities and are first to the table with ideas and solutions that help drive project success. You excel in a team collaboration environment with impeccable interpersonal skills, all without breaking a sweat. Sound like you? Read on.

## **Join a team of passionate and dynamic fundraising professionals**

The **Direct Marketing & Engagement Coordinator** position requires a driven and enthusiastic professional. The position plays an integral role in executing a dynamic giving portfolio and maximizing fundraising revenue, as we head into one of the largest healthcare capital campaign projects we've ever seen in our region: *QEI New Generation*. Specifically, this role will lead the execution of the QEI Foundation's direct marketing and engagement program strategies aligned with the Annual Programs department.

## **Primary position responsibilities**

- Execute direct marketing strategies that focus on increasing revenue and frequency of giving and retention.
- Collaborate with internal teams, and external vendors, to coordinate project timelines for the development of materials and communication plans required to deliver strategies. This includes an in-house donor calling program.
- Prepare reports by working directly with our donor database (Raisers Edge) and collaborating with internal teams, collecting data and information to inform

program strategies, report on activity performance and proactively identify recommendations for improvements.

- Support the development and execution of stewardship strategies by actively researching new trends and opportunities that improve the donor experience and strengthen understanding of individual and collective impact at the QEII.
- Act as the primary relationship manager for a portfolio of individual donors, building meaningful multi-channel relationships based on donor preferences, including phone, email and mail.
- Support other relationship managers who hold relationships with donors by providing information and tools aligned with direct marketing & engagement strategies.
- Maintain and continue to develop skills/knowledge by attending educational sessions and keeping informed of giving and other industry trends and benchmarking data. Report findings and insights back to internal teams to support ongoing learning.
- Other tasks as they evolve.

### **Qualifications that play to your strengths**

- Bachelor's Degree in Business, Public Relations or equivalent field. A minimum of 1 to 3 years of experience in a fundraising environment, direct marketing role or equivalent related industry.
- Demonstrated project management skills that support an ability to plan, manage competing timelines, organize, coordinate, manage internal and external resources, prioritize, and make informed decisions.
- Research and analytical skills to gather insights, data, new information, case examples and benchmark data, including an aptitude to distil complex scientific and financial information and terminology into consumer-friendly language.
- Demonstrated interpersonal skills that support an ability to negotiate, consult, collaborate and share accountability and responsibility for success, as well as an ability to build meaningful relationships quickly (both internal and external).
- Strong communication skills that lead to confident articulation of knowledge and ideas, collaborative discussions, with exceptional attention to detail and accuracy.
- Must be flexible, show initiative, and have a results-driven philosophy with the ability to problem-solve; unflappable in the face of multiple challenges, highly motivated, disciplined work ethic, a competitive spirit, a creative approach, and a proven ability to execute complex projects.
- Knowledge of marketing/branding and fundraising principles.
- Proficient computer skills (Microsoft Office, Excel, Outlook, PowerPoint).
- A working knowledge of Raiser's Edge, or other fundraising software, considered a strong asset.

The salary range for this position is dependent on qualifications. The QEII Foundation offers a highly collaborative and supportive atmosphere; the opportunity for professional growth and development and a competitive benefits package. The QEII Foundation is an equal opportunity employer.

Applicants are asked to submit a cover letter, resume and salary expectations to [Amanda.Hatt@QE2Foundation.ca](mailto:Amanda.Hatt@QE2Foundation.ca). Please reference your full name within the file name of your application.

We thank all applicants but advise that only those selected for an interview will be contacted.

### **About the QEII Foundation**

*Inspiring generosity to advance health care at the QEII.*

The QEII Health Sciences Centre Foundation is a non-profit charitable organization established to strengthen the QEII Health Sciences Centre's ability to provide health care of the highest quality across Atlantic Canada. With financial support from all levels of the community, the QEII Foundation helps fund new technologies, medical research, innovation and professional education that contribute to life-changing moments experienced every day by patients and their loved ones at the QEII. Inspired by the patient stories and the passion shown by the QEII's health care teams, the QEII Foundation staff and Board of Trustees continue to achieve 100% participation in giving. By working together with people who share a vision of better health, the Foundation strengthens care delivered at the QEII, improving the health and lives of Atlantic Canadians.

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