



We're in the business of changing lives

The QEII Foundation inspires generosity to advance health care at the QEII Health Sciences Centre (QEII) – 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 full-time as our **Direct Marketing & Engagement Officer**.

The QEII Foundation encourages and welcomes applications that reflect the diversity of our community. As the ideal candidate you are both a doer and a dreamer. Your passion for creating an impact is evidenced by your perfectly organized day planner and your results-driven experience. You are the bridge between strategy and creativity, helping to ensure programs remain focused and data driven. You're thriving in day-to-day tasks in a fast-paced environment. You see problems as opportunities and are the first to the table to collaborate on ideas and solutions. You excel in curating team contributions across diverse departments with impeccable interpersonal and collaboration skills. Sound like you? Read on.

Join our team of passionate and dynamic fundraising professionals

Reporting to the Director, Community Programs, the **Direct Marketing & Engagement Officer** position requires a driven and enthusiastic professional. You will play a leading role in executing a dynamic giving portfolio and maximizing mission impact, as we continue with one of the largest healthcare capital campaign projects we've ever seen in our region. Specifically, you will pave the path for growth by leading the planning & execution of the QEII Foundation's direct marketing and engagement program strategies, with a strategic focus on:

- leading our direct marketing appeal programs and strategies,

- leading our tribute and in-honour giving programs and strategies,
- growing our monthly giving and digital giving portfolio, and
- enhancing our donor stewardship programming, aligned with the department.

Qualifications that play to your strengths

- Bachelor's Degree in Business, Marketing, or equivalent fundraising educational experience.
- A minimum of 3 years experience in a fundraising environment, 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 with exceptional attention to detail and accuracy.
- Demonstrated research and analytical skills to gather insights, trends, 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) to meet timelines and goals.
- Strong communication skills that lead to confident articulation of knowledge and ideas, including being comfortable leading internal or external discussions and presentations.
- Must be flexible, show initiative, and have a results-driven philosophy with the ability to problem-solve; unflappable in the face of multiple challenges, disciplined work ethic, a competitive spirit, a creative approach, and a proven ability to execute complex projects.
- Transferable skills and knowledge of marketing, digital marketing, branding and fundraising principles, considered a strong asset.
- A working knowledge of Raiser's Edge or other fundraising software, as well as peer-to-peer fundraising platforms, considered a strong asset.
- Proficient computer skills a must (Microsoft Office, Excel, Outlook, PowerPoint).

The salary range for this position is based on a \$42,889 to \$59,569 annual salary, dependent upon your relevant qualifications and experience. 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 by 2:00PM on September 7, 2021. 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.

QE2Foundation.ca