



Direct Response Fundraising Officer Career Opportunity

About Children's Health Foundation

Children's Health Foundation believes that children and their families in Western Ontario deserve the best possible care and the most possible hope when faced with a serious health issue. The Foundation calls on caring people to help strengthen and transform the health care experience in our region. Donations fund cutting-edge equipment, care enhancing programs and ground-breaking paediatric research at Children's Hospital in London, TVCC (formerly Thames Valley Children's Centre) and Children's Health Research Institute. The Foundation ensures better childhoods for kids facing challenges and serious health issues and hope, relief and support for those who love them. Donations to Children's Health Foundation impact more than 56,000 children each year, across Western Ontario, from Windsor to London and Kitchener-Waterloo, and north to Thunder Bay and beyond.

Children's Health Foundation is committed to building excellence, transparency, and accountability in all areas, including governance, finances, fundraising, staff management and volunteer involvement.

About the Opportunity

A dynamic and supportive group, the team at Children's Health Foundation is seeking a self-starter with strong communication skills and a passion for inspiring support in our region for children and families facing serious health issues.

Reporting to the Vice President, Philanthropy, The Direct Response Fundraising Officer will be responsible for coordinating and implementing an integrated direct response program at Children's Health Foundation. The ideal candidate will be personally aligned with the Foundation's values of Gratitude, Respect, Excellence, Authenticity, and Trust. Specifically, they will be

- highly motivated with a superb work ethic and able to work independently and as part of a team.
- thorough, accurate and pay attention to detail in all aspects of their work.
- able to build strong relationships and have exceptional communications skills, a tactful and diplomatic communicator both verbally and in written word.
- organized with strong analytical skills, creativity and excellent time management abilities.

Ideal Candidate Profile:

- University degree, or post-secondary diploma ideally with specific fundraising courses.
- A minimum of 4 years direct fundraising and marketing experience in the charitable sector with a proven track record of success.
- Experience with annual fundraising programs: direct response campaigns, monthly giving, telemarketing, and digital fundraising etc.
- Experience with identifying and using target audiences and personas segmenting in a fundraising or marketing capacity to drive results.
- Knowledge of strategic communications and marketing concepts.
- Experience with analytic reporting tools and reporting metrics.
- A CFRE designation is an asset.
- Familiarity with Raiser's Edge/NXT and data base management skills highly desirable.
- Proficiency with Microsoft Office Suite.

Key Responsibilities and Accountabilities:

- Individual Giving
 - Manages and oversees the Annual and Monthly Giving portfolios.
 - Manages and oversees the direct response activities (direct mail, telemarketing, face-to-face, and digital)
- Program Analysis, Reporting and Budget Management
 - Tracks annual direct response revenue and expense budget.
 - Monitors and ensures proper tracking of campaigns and appeals, analyzing performance against benchmarks.
 - Produces regular reports, as required.
- Organizational Leadership
 - Ensures effectiveness and ongoing success of the direct response programs as aligned with the strategic plan.

Requirements:

- The nature of the work is such that evening, and weekend work may be required for attendance at Foundation events on approval of the supervisor.
- It is anticipated that this position will operate primarily from the CHF offices or an agreed upon combination of office and home office activity.
- All Foundation staff are required to be fully vaccinated against COVID-19 unless they have a valid medical exemption.
- A Vulnerable Persons Police Check is a requirement of employment.

Salary Range

The Direct Response Fundraising Officer's annual salary range is between \$55,000 to \$72,000.

You are invited to submit a confidential letter of application and resume to careers@childhealth.ca by March 9, 2023. Please quote "Direct Response FR Officer" in the subject line.

It is Children's Health Foundation policy to comply with all applicable laws and regulations which prohibit unlawful discrimination because of race, religion, creed, colour, national origin, sex, sexual orientation, age, disability or marital status or any other protected class.

No phone calls please. While we wish to acknowledge all candidates, only those selected for an interview will be contacted.