



## **Manager, Events & Annual Giving**

Do you want to be part of a dynamic team that is making significant impact on the advancement of healthcare on Vancouver Island? If so, Victoria Hospitals Foundation may be your next opportunity!

*The Victoria Hospitals Foundation works in partnership with Island Health to enable donations to every area of care at Royal Jubilee, Victoria General, and Gorge Road hospitals. As Island Health's largest charitable partner, we raise donations for medical equipment, special projects, education, and research. Our donors fund an incredible 40% of the equipment in Victoria General and Royal Jubilee hospitals.*

*In 2020/21, the Foundation had annual revenues of over \$15 million, including gifts from over 5,200 donors. Since 1989, the Victoria Hospitals Foundation has raised more than \$163 million to benefit our hospitals.*

We have an exciting opportunity for a **Manager, Events & Annual Giving** to join our team! This full-time permanent role is accountable for the strategic development and management of key events and annual giving programs including our signature galas (*Miracle on the Mountain* and *Visions*), independent community events, cause marketing programs, corporate giving, public and employee lotteries, and other community giving initiatives.

This position will have two direct reports and report to the Associate Director, Development and Fundraising Operations. This role is an integral part of our active Return-to-Events strategy and post-pandemic fundraising initiatives.

The primary focuses for this role will be developing and implementing event strategy; event-volunteer committee management; and corporate sponsorship acquisition and relationship management.

### **Key Responsibilities:**

- Work closely with the Associate Director, Development & Fundraising Operations to create and maintain a multi-year annual giving strategy to support growth and integration of appeals
- Prepare and develop fundraising budgets for three core programs – VHF Special Events, Independent Special Events, and Lotteries
- Implement strategies to achieve fundraising goals of the *Miracle on the Mountain* and *Visions* galas through sponsorship, ticket sales, auction and raffle, and donation revenue.
- Manage event volunteer committees through volunteer recruitment and committee engagement to maximize event revenue and introduce new connections to the Foundation.
- Lead all sponsorship identification, solicitation, activation, and stewardship activities for VHF events and initiatives.



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- Provide strategic leadership and project management for community events and cause related marketing initiatives.
- Acquire new events through engaging and fostering corporate donors and individuals including development and implementation event plans, communication strategies and coordinate overall event logistics.
- Ensure VHF annual giving donors are recognized and stewarded in a timely, consistent, personalized and meaningful way.
- Lead strategy for our internal PayDay Lottery program as well as our external Public Lottery programs.
- Serve as a representative of the Victoria Hospitals Foundation. Establish and maintain professional and productive relationships with volunteers, physicians, and Island Health staff. The position is expected to be an active leader of the Foundation, enhancing the knowledge base and collaboration within the Philanthropy and Development teams.
- Work collaboratively with the Foundation team, ensure the Foundation's event, corporate, and community donors and prospects are engaged, cultivated, solicited, recognized and stewarded in a timely, personalized and meaningful way that is consistent with the our donor policies.
- Provide leadership to fundraising colleagues, volunteers and board members.
- Identify, cultivate, and solicit prospects and donors to the Foundation.
- Support a pipeline of prospects and donors, both individuals and corporations.
- Build relationships with all donors and prospects in person, over the phone and email and via written correspondence.
- Attend community networking events, service club meetings, and other opportunities as a VHF representative.
- Be accountable for achieving goals and budget projections.
- Carry out managerial responsibilities in accordance with the organization's policies and applicable employment laws.
- Plan and direct work, appraise performance, coach, and mentor direct reports.

**Qualifications:**

- A bachelor's degree or equivalent experience in a related field.
- Professional certification (CFRE) or equivalent experience.
- A minimum 7 years' progressive experience in a fundraising management program.
- Exceptional event and project management experience.
- Experience managing a comprehensive fundraising portfolio that includes multiple fundraising appeals with the ability to identify new opportunities and provide strategic insight for all fundraising appeal types.
- Excellent written and oral communication skills, including interpersonal and persuasive communication, with experience in stakeholder engagement, presentations, speechwriting and public relations.
- Experience managing budgets for events and annual giving appeals.



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- The capacity to plan, analyze and measure results.
- A passion for contributing to a team, previous management experience and a demonstrated ability to lead staff to achieve goals.
- Experience using Raisers Edge NXT (or similar donor database) and MS Office.
- Working knowledge of gift processing, acknowledgment, and tracking processes is key, along with knowledge of CRA regulations as they relate to charitable giving.
- A valid driver's license is required as well as access to a personal vehicle.
- Knowledge of hospitals is an asset.
- Must be goal-oriented, self-motivated, reliable, accountable and detail-oriented with sound judgment and outstanding relationship management skills.
- Demonstrated initiative and the ability to work with minimal supervision to organize and manage numerous projects simultaneously with excellent follow-through skills to meet tight deadlines.
- Personal integrity, sound judgment, a customer service orientation and a sense of humor are characteristics that will contribute to success in this position. The position requires a commitment to professional ethics and the ability to effectively interact with executive-level clients.

Due to the nature of the position, it will be necessary on occasion to work a variety of shifts including evenings and weekends. Flexible work arrangements may be available including a combination of in-office and at-home work.

**About Us:**

Our team is highly collaborative with a strong connected purpose. We are passionate about supporting the health and well-being of our community through philanthropy and deeply care about the health of our hospitals. Our team is innovative and approaches feedback as an opportunity to learn and grow, seeking understanding of different perspectives. We lead by example and hold ourselves to a high standard of professionalism. Above all, we share the same values and support one another in the profound work we do.

**Join Us:**

We welcome qualified candidates to submit a detailed cover letter and resume to [VHFHR@islandhealth.ca](mailto:VHFHR@islandhealth.ca). This position will be open until successfully filled. Interviews will be scheduled as applications are received. A full job description is available upon request.

Please include “#22-07 Manager, Events & Annual Giving” in the subject line.

To note: Based on the Provincial Health Order, any offer of employment will be contingent on the provision of proof of a double COVID-19 vaccine.