



IWK Foundation

## Manager, Annual Giving Programs

### **Who We Are**

IWK Health is one of the most beloved and respected brands in Atlantic Canada. In addition to providing highly specialized (tertiary) care, the IWK also provides primary care services to women, children and families. It is also engaged in leading-edge research; works to promote healthy lifestyles for families; and supports education opportunities for health professionals and other learners.

**The IWK Foundation**, together with our donors, strives to be the catalyst to revolutionize health care and research for women and children.

The **IWK Foundation** is committed to continuous improvement and running a business that is entrepreneurial, innovative and based on strong values. We are also committed to the principle of equal opportunity in our employment practices and to providing an environment free from harassment and discrimination for all employees.

### **What We Need**

Reporting to the VP, Philanthropy & Development, this role is responsible for planning, designing, implementing and evaluating all components of an annual giving program.

The key objectives of this role will be to work with a small team to lead the strategy for the annual donor portfolio to meet the Foundation's fundraising growth strategy. Specifically, this includes oversight for all aspects of the direct response, monthly, symbolic and tribute giving programs.

As a seasoned professional, the successful candidate will have a clear understanding on the importance of a robust annual giving program to retain, migrate and acquire new donors. As a member of the broader philanthropy team this role will also help to develop the Foundation's donor pipeline for all fundraising programs.

Another important function of this role will be to develop components of a comprehensive donor relations plan that outlines the touchpoints of the donor journey in a meaningful and customized ways.

### **Who You Are**

You are knowledgeable about the complexities of direct response and understand that different stakeholders have different needs. You are a critical, strategic and innovative thinker with the natural ability to prioritize and collaborate when planning organizational objectives. Having financial targets motivates you and you are driven to consistently learn and improve.

As a dedicated, values-based leader, you enjoy working with a passionate and hard-working team who all work towards the same goal of supporting the health and well-being of our Maritime women and children.

### **What Do You Do Now?**

If this position speaks to you and you are excited about the possibility of joining one of the most dynamic and entrepreneurial nonprofits in the business, we want to hear from you. Please provide your cover letter outlining why this role is right for you, along with your resume and salary expectations to [Gena.Walton@iwk.nshealth.ca](mailto:Gena.Walton@iwk.nshealth.ca)

While all applications will be reviewed, only successful candidates will be contacted for an interview. A full job scope will be made available to potential applicants.