



Marketing & Development Assistant **Position Description**

Position Title: Marketing & Development Assistant

Reports To: Director of Marketing & Development

Status: 1.0 FTE, Permanent

Position Summary:

The Marketing & Development Assistant will handle the administrative aspects of fundraising and marketing for Hospice Calgary, including data entry and best practice recommendation, stewardship initiatives, relationship tracking, event administration, brochure distribution, and assisting with volunteer initiatives. He/she works within the guidelines, policies, and mission of the organization and is accountable and responsible for specific projects as assigned.

This position also contributes to an ethical, safe, and inclusive environment through knowledge and practice of the organization's policies and procedures.

Primary Duties and Responsibilities

- Develop standardized stewardship checklists and processes, and manage their implementation
- Create and deliver exceptional donor experiences
- Generate timely acknowledgement of gifts
- Analyze organization's donor trends and key performance indicators
- Monitor and manage tracking of donor stewardship communications preference data
- Assist with corporate and community group volunteer program
- Assist with Hospice Calgary's education workshops and events
- Respond to brochure and program material requests
- Produce accurate donor financial reports for both internal and external use
- Assist with Hospice Calgary special events administration
- Provides telephone support to the Marketing and Development team and relief support to front reception
- Works with the Database Administrator to ensure accurate data entry and data extraction from Raiser's Edge when required
- Assists with the tracking and reporting of grant and funding
- Coordinates fund development and marketing filing systems
- Support the strategic direction developed by the organization

Qualifications & Competencies:

- 5+ years' experience in an administrative role
- Post-secondary diploma or degree in related or relevant program
- Strong interpersonal skills and demonstrated ability to work well in teams
- High level research, analysis, writing, and presentation skills
- Prior experience using a donor CRM, preferably Raiser's Edge or Raiser's Edge NXT considered an asset

- Outstanding oral and written communication skills; advanced skills in Microsoft Office
- Strong knowledge of Hospice and Palliative Care Services in Calgary and surrounding areas

Working Conditions

- A standard work week is usually required
- Evening and weekend work is required on occasion
- Ability to lift and carry up to 15 pounds
- Some travel required within Calgary city limits