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Hospice Calgary

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## **Marketing & Development Assistant**

### **Position Description**

**Position Title:** Marketing & Development Assistant

**Reports To:** Director of Marketing & Fund Development

**Status:** 1.0 FTE, Permanent

#### **Position Summary:**

The Marketing & Development Assistant manages the administrative activities of fundraising and marketing for Hospice Calgary. This role supports fundraising events and campaigns, donor database record management, and some data analysis and best practice recommendations.

This position also contributes to an ethical, safe, and inclusive environment through knowledge and practice of the organization's policies, procedures, and mission and is accountable for specific projects as assigned.

#### **What You Can Expect From Us:**

- Working with a dynamic, collaborative, supportive, and fun-spirited team.
- A supervisor who will set annual goals and meet with you for regular check-ins.
- Guidance from your supervisor to ensure you understand your work priorities.
- Your learning and development supported through a 70-20-10 approach to development (70% on the job learning, 20% coaching and mentoring, 10% formal training).

#### **What We Expect From You:**

- You are an enthusiastic contributor to the team's successes.
- You are interested in working in an office environment.
- You are willing to support the team on a variety of administrative duties, database content maintenance, and analytic tasks.
- You are a data and details enthusiast interested in improving efficiencies in processes and ways to automate the donor journey.
- Your eye for detail will help to keep our database records as clean as possible.
- You will generate lists from our system to help with successful fundraising campaigns and donor stewardship activities.
- You will support marketing and communications to ensure internal and external communications are in line with our brand standards.
- You are compassionate when speaking to people about our services, and you bring a passion for making a difference in the lives of people living with illness or grief.

#### **Primary Duties and Responsibilities**

##### **Fund Development Support:**

- Take and process telephone donations
- Develop expertise with the database software (Raiser's Edge). Responsibilities include (but are not limited to):

- duplicate record management;
- monitor and track donors' communication preferences;
- importing and exporting information;
- creating lists and queries;
- create, update, and manage donor and event forms;
- annual database maintenance
- Assist with special events administration (printing name cards, sending letters, buying supplies, attending signature events)
- Assist with corporate and community group volunteer program, including compiling tour packages, room set-up, and tracking attendance
- Assist with sending tribute letters
- Provide back-up support for the Finance and Donor Entry Clerk

#### Marketing Support:

- Work with the Marketing Officer to update marketing materials as per brand standards and existing templates
- Assist with registration and administration of online education and in-person client events
- Create and update forms in Adobe Acrobat
- Track and update Hospice Calgary's presence on external internet sites
- Problem solve and streamline processes

#### General Administrative Responsibilities:

- Take meeting minutes
- Provide front reception relief over lunch 1-2 times per week and vacation/sick coverage as required
- Manage Fund Development and Marketing network drive filing systems
- Run errands such as picking up print jobs and buying event supplies
- Assume other duties as required

#### **Qualifications & Competencies:**

- Post-secondary diploma or degree in related or relevant program
- 1-2 years' related experience in an administrative role
- Advanced skills in Microsoft Office
- Prior experience using a donor CRM, preferably Raiser's Edge or Raiser's Edge NXT considered an asset
- Strong interpersonal skills and demonstrated ability to work well in teams
- Exceptional oral and written communication skills
- Knowledge of Hospice and Palliative Care Services in Calgary and surrounding areas is considered an asset

#### **Working Conditions**

- A standard work week is required (Monday-Friday)
- Working in the office is required
- Evening and weekend work is required on occasion
- Ability to lift and carry up to 15 pounds
- Some travel, using your own vehicle, is required within Calgary city limits