



Hospice Calgary

Sr. Philanthropy Officer **Position Description**

Position Title: Sr. Philanthropy Officer
Reports To: Director of Marketing & Fund Development
Status: 1.0 FTE, Permanent

Position Summary:

The Sr. Philanthropy Officer is a generalist Fund Development position working closely with the Marketing & Fund Development team to grow and improve existing fundraising programs that support revenue growth and sustainability. The Sr. Philanthropy Officer applies a donor-centric philosophy to cultivate, solicit, and steward individuals, corporations, service clubs, grant applications, and fundraising campaigns. Additional responsibilities include ensuring consistent, meaningful stewardship of Hospice Calgary's donors and providing guidance and support to the Gift Processing Clerk and the Events Coordinator.

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

Direct Response, Monthly Donors, and Individual Giving

- Coordinate all aspects of direct response fundraising campaigns throughout the year, including the annual year-end direct mail campaign that raises over \$110,000.
- Through powerful storytelling, work alongside the marketing team and the Director to create engaging content for fundraising campaigns.
- Coordinate and develop ongoing growth opportunities for the monthly donor program.
- Create clear and compelling proposals, impact reports, and donor communications that enable donors to feel connected to Hospice Calgary's clients, patients, and families.
- Seek out opportunities to acquire and maintain relationships with individual donors with a focus on gifts of \$5,000 - \$25,000.
- Analyze donor data and determine appropriate segmentation to support event lists, direct mail, and email campaign lists.

Corporate, Foundations, and Service Clubs

- Support and provide input on the corporate donor strategy to develop new connections and steward existing relationships with a goal of increasing corporate giving.
- Working with the Fund Development & Marketing team, cultivate relationships and secure corporate sponsorship opportunities for Hospice Calgary's signature fundraising events.
- Actively search for foundations and organizations to write grant applications that align with Hospice Calgary's mission, while making meaningful connections with new and existing grantors.
- Maintain and develop new relationships with service clubs throughout Calgary who are likely to support Hospice Calgary's programs and services.

Donor Stewardship and Fund Development Operations

- Maintain relevant donor information in Raiser's Edge, Hospice Calgary's CRM.
- In collaboration with the team and the Director, generate timely acknowledgement and apply donor stewardship in accordance with the Stewardship Matrix.
- Update and maintain donor stewardship processes and workflows, ensuring a consistent and meaningful donor journey.
- Schedule and conduct facility tours for donors and prospects.
- Maintain external websites with current cases for support (Benevity, Canada Helps, Calgary Foundation).
- Support the strategic directions developed by the organization.
- Represent Hospice Calgary and speak at donor events as needed.
- Assist with Hospice Calgary's special events as needed.

Perform other duties as required.

Collaborative Leadership

- Collaborate with Fund Development team, leadership, Finance, and Hospice Calgary's program teams to deliver a consistent and integrated donor experience.
- Provide relevant guidance and support as required to the Event's Coordinator and Gift Processing and Finance Clerk.
- Work with the Leadership Team and volunteers.
- Contribute to reporting and tracking of key fundraising metrics.
- Demonstrate curiosity and innovation in fundraising by identifying opportunities, sharing ideas, and contributing to continuous improvement

Qualifications & Competencies:

- Diploma or bachelor's degree in communications, marketing, or related field is preferred. CFRE is considered an asset.
- Minimum of 5 years' related experience with a proven track record of successful fundraising.
- In-depth knowledge of a donor database system (CRM); Raiser's Edge NXT preferred.
- Self-starter who can work independently and collaborate in a team environment.
- Knowledge of Calgary's philanthropic community.
- High attention to detail with strong English oral and written communication skills.
- Proven interpersonal skills to work respectfully with teammates, volunteers, and donors from diverse backgrounds and cultural awareness.
- Adaptable to shifting priorities.
- Fun, energetic, positive attitude.
- High-level research, analysis, writing, and presentation skills. Prior experience with public speaking is considered an asset.
- Membership with Alberta Fundraising Professionals (AFP) is considered an asset.

Working Conditions

- A standard work week is required (Monday – Friday). This role requires you to be in the office most days, with occasional opportunities to work from home.
- Evening and weekend work is required on occasion.
- Ability to work in a shared office environment.