



Fundraising Specialist **Position Description**

Position Title: Fundraising Specialist

Reports To: Director of Marketing & Fund Development

Status: 1.0 FTE, Permanent

Position Summary:

The Fundraising Specialist will be responsible for advancing the mission of Hospice Calgary's programs by fostering strong relationships with donors and volunteers. The Fundraising Specialist will generate donations from individuals, corporations, and foundations by managing a portfolio of donors and prospects.

The position works within the guidelines, policies and mission of the organization and is accountable and responsible for specific projects as assigned.

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

Annual Giving, Direct Response, and Monthly Donor Responsibilities

- Coordinate all aspects of multiple fundraising campaigns through the year, including the annual year-end direct mail campaign.
- Work alongside our Marketing and Communications Officer to create engaging written materials for diverse fundraising campaigns.
- Coordinate and develop ongoing growth opportunities for the monthly donor program..

Corporate, Major Gift, Grant Writing and Research, Responsibilities

- Lead a robust corporate donor program to develop new connection and steward existing relationships through active solicitation and management with a goal to increasing corporate support.
- Acquire and maintain individual donors with a focus on gifts of \$2,500 - \$20,000.
- Actively search and apply for grant opportunities that align with Hospice Calgary's mission.
- Working with the Fund Development & Marketing team, cultivate relationships and secure corporate sponsorship opportunities for Hospice Calgary's signature fundraising events.

Donor Stewardship and Key Administration Responsibilities

- Maintain relevant donor information in Hospice Calgary's Raiser's Edge system.
- Analyzes data and determines appropriate segmentation to support event lists, mail and email campaign lists.
- In collaboration with the Director, generate timely acknowledgement and stewardship of gifts in accordance with the Donor Stewardship Matrix.

- Update and maintain donor stewardship processes and workflows ensuring a consistent and relevant donor journey.
- Maintain external websites (Benevity, Canada Helps, Calgary Foundation) with current case for support.
- Support the strategic directions developed by the organization.
- Produce accurate donor financial reports for both internal and external use.
- Represent Hospice Calgary and speaks at public events as needed.
- Assist with Hospice Calgary special events as needed.
- Perform other duties as required.

Qualifications & Competencies:

- Bachelor's Degree in a related field.
- Minimum of 2-5 years' related experience with a proven track record of successful fundraising
- In-depth knowledge of a donor database system (CRM); Raiser's Edge experience is considered a strong asset.
- Knowledge of Calgary's philanthropic community considered an asset
- Outstanding oral and written communication skills; advanced skills in Microsoft Office.
- Strong interpersonal skills and demonstrated ability to work well in a team environment.
- Presents with a professional and respectful demeanour when working with donors, staff, and volunteers from a diversity of backgrounds.
- High-level research, analysis, writing, and presentation skills.
- Fun, energetic, positive attitude
- Membership with Alberta Fundraising Professionals (AFP) considered an asset.
- Prior experience with public speaking.

Working Conditions

- A standard work week is usually required (Monday – Friday), and note that this role will require you to be in the office most days with some flexibility to work from home.
- Some flexibility in work hours
- Evening and weekend work is required on occasion
- Ability to work in a shared office environment
- Ability to lift up to 15 pounds