



## **Manager, Direct Response Hamilton Health Sciences Foundation**

### **Background:**

Hamilton Health Sciences Foundation (HHSF) is a registered charitable organization that exists to support patient care, research and education across the Hamilton Health Sciences family of hospitals and cancer center, (Ron Joyce Children's Health Centre (RJCHC), Hamilton General, Juravinski Hospital and Cancer Centre, McMaster Children's Hospital, McMaster University Medical Centre (MUMC) and St. Peter's Hospital.

HHSF is committed to a values-based work environment that is characterized by:

**Caring:** by our pursuit of a donor centered fundraising environment and the team environment in which we work

**Respect:** for our donors our volunteers and each other

**Innovation:** by our celebration of new ideas and challenges

**Accountability:** by our transparency as a corporate entity and our commitment to meet the needs of our partner hospital.

HHSF is committed to the Donor Bill of Rights and to being a donor-centered organization. All members of the HHS Foundation Staff Team support development activities by ensuring the maintenance of accurate records of information on the Raisers Edge database. HHSF is committed to protecting the privacy of our donors and prospects.

Working within this value system the duties of the **Manager, Direct Response** will include but not be limited to the description that follows.

### **Position Summary:**

This is an exciting opportunity for an experienced professional to contribute significantly to the effective and efficient operations of a busy Foundation supporting a multi-site hospital network.

In this role, the individual is responsible for developing, implementing, maintaining and monitoring integrated direct response donor strategies from acquisition to retention and stewardship. Our integrated direct response program plays a significant role in generating revenue from and engaging this donor base, while also strengthening donor relationships and commitments to Hamilton Health Sciences Foundation.

The **Manager, Direct Response** is responsible for attaining the annual fundraising goals for all elements of an integrated direct response program. This includes managing the strategy and executing the day-to-day functions of our direct response, telemarketing and tribute giving campaigns, staff 50/50 lottery and managing a call centre staff of three.

The Manager, Direct Response is a member of the Marketing and Communications team and reports to Vice President, Marketing and Communications

**Key Responsibilities:****Direct Marketing:**

Responsible for maintaining and building a sustainable revenue stream and a committed community of annual donors, including:

- Develop, implement & monitor direct response donor strategies from acquisition to retention and stewardship
- Keep up to date on best practices, innovative approaches and new opportunities to grow effectiveness and efficiency of integrated direct response programs.
- Create multi-platform direct marketing strategies to meet ambitious growth targets for revenue and donor base expansion over the next three years.
- Work with agency partner to plan, develop and oversee the execution of a series of mailings throughout the calendar year
- Manage agency partner relationships, including development and management of annual budgets, lead execution of various campaigns with an eye on the overall program strategy, RFP process and coordinate vendor contracts.
- Traffic all campaign elements – from copy and creative – through approvals, coordinating with various Foundation and Hospital stakeholders. Includes reviewing and consolidating feedback from often disparate parties, ensuring accuracy and consistency of messaging, and ensuring alignment with Foundation brand and voice.
- Works collaboratively with Development teams to identify potential major gift donors from within the annual program.

**Data Analytics, Segmentation and Tracking:**

- Develop and execute compelling direct marketing campaigns informed by data analytics and integrating both traditional and digital mediums— leveraging each platform's unique strengths for optimal performance.
- Use data analytics and insights to enable effective targeting and segmentation
- Develop, implement and manage data mining and segmentation strategies to maximize solicitation yields, including identification, cultivation, solicitation and stewardship strategies for donor segments.
- Responsible for ongoing program results monitoring, proactively providing frequent reporting against budget and outcomes of testing strategies. Refine tactics and strategies using data-driven analytics.
- Metrics include, but are not limited to the following measuring true numbers and growth rates for: revenue, retention, acquisition, monthly donors, conversion rates,

**Tribute Programs, Staff Lottery and Call Centre:**

- Manages the telemarketing program, including call centre staff of three, for welcome calls and annual fundraising campaigns.
- Responsible for maintaining and building a sustainable revenue stream through the tribute giving programs including but not limited to:
  - In honour
  - In memorial
  - Grateful patient (#Vital2HHS)
- Manage Staff 50/50 Lottery including licensing, working with colleagues to grow revenue through effective and ongoing marketing.

**Donor Stewardship:**

- Lead new donor onboarding strategy and execution, including print, email and phone. Identify and manage timely execution of stewardship touchpoints for annual-level donors.
- Manage and execute annual donor survey, capturing insights for use in program execution
- Works collaboratively with Development teams to identify potential major gift donors from within the annual program.

**Requirements:**

- University degree or equivalent, preferably in fundraising and/or marketing
- Minimum 5 years of experience in fundraising, direct marketing or equivalent experience in a complex environment, preferably within charitable sector
- Strong knowledge of direct marketing principles and best practices based on successful experience running annual direct mail and telemarketing programs
- Excellent oral and written communication skills
- Strong interpersonal skills and adept at using tact, diplomacy and discretion with donors, agency partners, suppliers and Foundation and Hospital Staff
- Team player with demonstrated ability to work independently with minimum supervision and ability to manage yourself effectively in a changing environment with multiple conflicting demands
- Meticulous attention to detail and excellent organizational, project and time management skills
- Confident with analyzing results and using data-driven insights for decision making
- Advanced experience with Raiser's Edge, Microsoft Word and Excel
- Familiarity with health-care fundraising in a large, complex organization a definite asset

**About Hamilton Health Sciences Foundation:**

Hamilton Health Sciences Foundation provides vital funding to enable the best possible patient care. We inspire and motivate gifts that fund medical equipment and patient amenities, innovative research initiatives, essential redevelopment of clinical care spaces, and the education and training of health care providers.

As a registered charitable organization, we proudly support patients and families across south-central Ontario, and from outside the region, who receive specialized care at Hamilton Health Sciences including Hamilton General Hospital, Juravinski Hospital and Cancer Centre, McMaster Children's Hospital, and St. Peter's Hospital. The associated programs at the Regional Rehabilitation Centre, McMaster University Medical Centre and Ron Joyce Children's Health Centre are also included.

HHSF is an equal opportunity employer and will accommodate any needs under the Canadian Charter of Rights and Freedom, Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. Hiring processes will be modified to remove barriers to accommodate those with disabilities, if requested. Should any applicant require accommodation through the application process, please contact Naoka Feth (905.521.2100 x 44249 or feth@hhsc.ca) for assistance. If the applicant requires a specific accommodation because of a disability during the interview, the applicant will need to advise Naoka Feth when scheduling the interview and the appropriate accommodations can be made.



Currently, as a result of the COVID-19 pandemic, HHSF staff are working remotely. Ultimately, when it is safe to do so, our goal is to work out of the HHSF offices, located in downtown Hamilton.

**Please respond by May 14, 2021 with a copy of your resume, salary expectations (mandatory) and cover letter to [feth@hpsc.ca](mailto:feth@hpsc.ca) with the job title in the subject line.**

Please note: while we invite applications from all interested and qualified applicants, we are unable to follow-up with every applicant.