



Hawkesbury and District General Hospital Foundation

Job Description

Philanthropic Projects Coordinator

POSITION SUMMARY:

Reporting to the Executive Director (ED) of the Hawkesbury and District General Hospital Foundation (HGHF), the Philanthropic Project Coordinator is responsible for developing and implementing annual fundraising programs at the Foundation. Annual programs include but are not limited to direct mail, lotteries, special events and third-party community events.

ROLES & RESPONSIBILITIES:

Direct Mail (30%)

- In collaboration with the ED, develops annual direct mail plan including activities, timelines, and expected results.
- Coordinates and executes logistics for direct mail program including critical path, extraction of lists, associated coding for database and liaison with print shop and other suppliers.
- Works with the Donor Relations Officer (DRO) to develop, execute, and analyze donor renewal, upgrade, and acquisition strategies for annual donors.
- In consultation with the DRO, executes a stewardship plan for direct response donors.
- In conjunction with the ED, participates in revenue and expense budget setting process to determine targets for direct response programs.
- Produces and provides regular direct mail financial result reports to ED and the Board of Directors.
- Works with ED to ensure integrated messages (i.e., Planned Giving opportunities, appropriate campaign messaging, etc.) are included in direct mail annual plans as appropriate.
- Works with the Administrative Assistant (AA) as it relates to donor database, tax receipting processes and ensuring direct response records and activities are tracked effectively and efficiently in the database.
- Responds as appropriate to direct response donor inquiries/complaints.

Signature Special Events (35%)

- In consultation with the ED, manages and executes Foundation special events including but not limited to annual golf tournament, volunteer holiday party, donor appreciation events, and lottery programs.
- Coordinates all event logistics.
- Liaises and negotiates with all suppliers.
- Ensures financial success of events by securing community participation.
- Recruits, schedules and supports event volunteers.
- Works in conjunction with the ED and DRO to identify and secure corporate sponsorship.
- In conjunction with the ED, participates in revenue and expense budget setting process to determine targets for Foundation special events.
- Produces and provides regular financial event result reports to the ED.
- Works with the AA as it relates to the necessary tracking and coding of event participants, partial receipting of event donations, if applicable, etc.
- Plans and executes appropriate Foundation communications related to events.
- Responds as appropriate to special event inquiries/complaints.

Support to other Fund Development Programs (15%)

- In consultation with the ED, provides appropriate level of support to third party event organizers; pro-actively initiates new third party events and support of the Foundation.
- Enhances current annual programs and works with ED on the development of new annual fundraising revenue streams/programs.
- Oversees the HGHF bingo program and schedules volunteers.

Communications and Marketing Support (20%)

- Plans and executes the Foundation's communications strategy including social media postings, overseeing the website and advertising externally and within HGH.
- Works in conjunction with DRO to plan, prepare and send the Foundation's electronic newsletter.
- Develops social media initiatives to expand Foundation reach and support.
- Attends Board and Committee meetings on an as-needed basis and prepares updates and reports for Board members.
- External networking and representation of the HGHF within the community and amongst all HGHF stakeholders.

***NOTES:**

- ❖ Tasks are currently under review and may be revised based on staffing.
- ❖ This position requires a valid driver's license, access to a vehicle, and availability to work outside of normal office hours as required.