

ANNUAL GIVING MANAGER

Reporting to the Chief Development Officer, the Annual Giving Manager's (AGM) primary responsibility is the strategic management and execution of a comprehensive annual giving program. The AGM manages a coordinated matrix of communication and solicitation strategies involving a direct response program, all focused on stewarding and growing a sustainable tradition of annual support for CancerCare Manitoba Foundation.

In addition, the AGM will foster the growth of best practices in the supporting areas of gift processing, data management and donor relations as related to annual giving and the Foundation as a whole. The manager has an appreciation for the foundation of annual giving as the enabling component of successful major and gift planning programs.

Duties and Responsibilities include but are not limited to:

- Monitor and grow the Foundation's comprehensive integrated direct response program that includes acquisition, renewal and upgrade strategies across several mediums – mail, online and face to face. Strategies should focus on increasing long-term value of donors
- Report regularly on strategy, tactics and outcomes related to goals; identify and share observations in order to promote growth across fundraising channels
- Work closely with the Marketing and Communications team, managing execution of direct response initiatives including concept development, management of critical paths, coordinating the creation, production and distribution of various materials (print, online, radio etc.)
- Collaborate on design and execution of monthly giving acquisition and upgrade initiatives
- Forecast annual revenue in addition to creating and managing individual budgets for direct response programs
- In collaboration with other fundraising team members, design, implement and track a referral program, optimizing the identification and cultivation of annual giving donors who may be good candidates for engagement in other fundraising programs
- Manage and grow an effective volunteer program within annual giving
- Manage a comprehensive stewardship program and thank you process for direct response and unsolicited donors
- Build strong working relationships with external volunteers and suppliers. Maintain an up-to-date understanding of CancerCare Manitoba's priorities
- Ensure the effective utilization and application of Raiser's Edge
- Participate actively as a member of an integrated development team

Requirements:

- A university degree from a recognized post-secondary institution, CFRE preferred
- 5+ years fundraising experience with demonstrated achievement in all key aspects of fund development
- Strong organizational, leadership, interpersonal and communication skills – written and verbal
- Proven experience in prospect development, donor management and stewardship
- Familiarity with Raiser's Edge preferred
- Ability to work with and motivate other development professionals and volunteers
- Ability to work independently and within a team environment
- Proven ability to prepare and present brief accurate comprehensive reports or presentations to a variety of audiences
- Thrives in a fast-paced work environment, maintains a positive attitude and sets an example of professionalism for others
- Ability to work with a high degree of discretion and tact in handling confidential matters

To submit your candidacy for this permanent, full-time position please send your cover letter and resume by **November 15th** to: Janice Feuer, Chief Development Officer
jfeuer@cancercare.mb.ca

Interviews to be scheduled as resumes are received. Only candidates selected for interviews will be contacted.