



Job Posting: Senior Development Officer, Annual & Legacy Giving

ABOUT CAMP OCHIGEAS

In 1983, an ambitious group of board members and volunteers banded together to create a summer camp unlike any other in Canada. Exclusively serving children with cancer, it would be privately funded, staffed entirely by volunteers, and completely free for the campers. A camp where every child, no matter how debilitating their illness, would be provided an opportunity to explore enriching, challenging, fun experiences through what is fondly referred to today as the “Magic of Ooch”.

Over thirty years later, Camp Ooch has experienced exceptionally strong strategic growth and is now offering increased programming in order to better serve our community. Building programs to meet the ever-changing landscape of paediatric healthcare, we have expanded to include programs year-round in Muskoka, at The Hospital for Sick Children in Toronto (SickKids), at Camp Ooch Downtown (a Toronto urban camp facility), and six other regional cancer centres in Ontario.

With more than 500 active volunteers each year and over 55 full-time staff, we now serve 1,500+ children and families annually, at our camp and through other year-round programs that support siblings, bereaved siblings, and parents. With no hospital or government funding, Camp Ooch relies on the generous support of over 15,000 donors each year and continues its long-standing history of providing outstanding support and excellent programming for children with cancer.

POSITION SUMMARY

Camp Ooch is a busy hub, generating funding of \$8M annually for our programs. The Senior Development Officer (SDO), Annual & Legacy Giving, is a critical part of our Development Department, who is accountable for the strategic development, implementation and analysis of the Annual and Legacy Giving programs.

This position supports the Chief Development Officer, Director, Philanthropy and colleagues to help achieve the following:

- a) advance the profile of Camp Oochigeas to donors, prospects and other stakeholders to inspire and secure annual and legacy gifts and achieve annual growth targets of 10% to ensure sufficient resources to meet the organization’s current and future needs.

- b) support Camp Oochigeas' mission of providing kids with cancer and kids affected by childhood cancer with a unique opportunity for growth through challenging, fun, enriching and magical experiences.

REPORTS TO: Director, Philanthropy

ACCOUNTABILITIES:

STRATEGY AND PROGRAM DEVELOPMENT (40%)

- Manage the strategic development, management and execution of annual business plans, budgets and direct marketing for the Annual and Legacy Giving Programs.
- Develop and grow the Legacy Giving Program through bequests, life insurance, trusts, and other vehicles that reflect financial planning and deferred giving opportunities.
- Identify new revenue sources, develop and implement strategies to solicit and secure gifts.
- Oversee the creation of the Annual and Legacy Giving Programs creative across all channels and management of the calendar of donor touchpoints in collaboration with the Marketing & Communications team, Donor Relations team and Director, Philanthropy.
- Evaluate the Giving Programs through analysis of campaigns and giving trends to inform future strategies and plans.
- Collaborate with Finance & Corporate Services, Donor Services and Marketing & Communications teams to ensure integrity of donor data and giving campaigns in the various giving platforms and databases including the donor database (Raiser's Edge), online giving platform and e-mail marketing software (Engaging Networks).

TEAM LEADERSHIP/MANAGEMENT (10%)

- Manage Development Coordinator, Annual Giving.
- Review data extraction, segmentation, lists and reports required for the Giving programs implementation and evaluation in collaboration with Manager, Donor Insights & Database.
- Work closely with the Database Taskforce team to create solution and function for organization use in the donor database (Raiser's Edge).

PROJECT MANAGEMENT (20%)

- Develop, execute and analyze integrated direct marketing programs to drive one-time, monthly and legacy giving donor revenue through various integrated channels.
- Grow current base of individual support through best practice renewal, reactivation, upgrading and retention strategies for single, monthly and legacy gift donors.
- Develop a new individual (both single and monthly gift donors) donor pipeline that will create a stable base of support as well as encourage donors to renew and upgrade into monthly, mid-level, major and planned gifts.

- Build a plan to engage mid-level individual donors (\$1,000-\$9,999). Identify and analyze new avenues for converting existing audiences into annual support.
- Oversee the growth of the Tribute Giving program through further promotion to existing audiences and the use of enhanced systems that support this type of giving.
- Proactive engagement with experts, developing a network of professional advisors, in the insurance and investment sectors to identify new opportunities for Ooch and to bring legacy giving options to share with prospects.
- Implement thank you call plan including identifying donor opportunities for growth for direct marketing and mid-level giving donors.

DONOR MANAGEMENT (20%)

- Build and manage a portfolio of annual and legacy prospects to identify, cultivate, solicit and secure gifts.
- Manage a portfolio of current and prospective mid-level donors that may include individuals, corporations and/or foundations; this will include personally leading discovery calls, cultivation, solicitation and stewardship of these donors.
- Provide strategic input into the design and implementation of an innovative, multi-channel program designed to increase mid-Level donor retention and upgrades.
- In collaboration with the Development Officer, Donor Relations develop a comprehensive stewardship plan for mid-Level giving donors.
- Develop and implement a plan to convert one-time donors to monthly donors Collaborate with the Manager, Donor Relations to ensure appropriate recognition and stewardship of monthly giving donors, legacy donors including annual thank you calls and quarterly stewardship touch points in effort to increase donor retention.

COMMUNICATIONS (10%)

- In collaboration with the Senior Manager, Marketing & Communications, contribute to web and social media strategy, ensuring fund development information on the website is accurate, up-to-date and comprehensive.
- Working with the support of the Marketing & Communications team, oversee the development of stakeholder communications, including letters, donor newsletter and reports.
- Represent Ooch at Annual & Legacy Giving initiatives and prepare and deliver presentations and pitches as required.

Other duties as may be assigned by Supervisor, in keeping with the nature and scope of the position.

ETHICS

Help ensure that the integrity, image and quality of all work is consistent with Camp Oochigeas' mission, operating principles and objectives and adhere to the code of ethics of Imagine Canada, the Association of Gift Planners, the *Canadian Code for Volunteer Involvement* and the *Code of Ethics* of the Association of Fundraising Professionals.

KEY RELATIONSHIPS

The SDO, Annual & Legacy Giving works in close collaboration with:

- a) The Director, Philanthropy and other SDO's to support the annual and legacy Giving objectives and migration strategies.
- b) The Marketing & Communications team to support the creation of integrated fundraising campaigns and stewardship materials for Annual and Legacy Giving donors.
- c) The Development Officer, Donor Relations to support the stewardship plans for Annual Giving donors.
- d) The Manager, Donor Insights & Database and Finance & Corporate Services Department to preserve and enhance the integrity and quality of the organization's fund development database and giving experience.
- e) All staff of the organization to achieve best practices in fundraising operations and program delivery.

EXPERIENCE AND QUALIFICATIONS

Required Criteria

- A relevant university degree from a recognized post-secondary institution.
- Minimum of 5 years experience in annual and/or legacy giving fundraising, with at least one year of experience in a supervisory role.
- Demonstrated track record of implementing successful fundraising/giving programs and ability to build a culture of philanthropy within an organization.
- Experience managing integrated direct marketing campaigns and a mid-level giving portfolio and/or planned giving portfolio.
- Strong working knowledge of donor database (Raiser's Edge preferred) and online giving and email marketing software (Engaging Networks).
- Demonstrated proficiency in data analytics including the ability to analyze donor trends from quantitative and qualitative data.
- Ability to effectively manage multiple conflicting priorities from different sources enhanced by problem solving capabilities.
- Strong donor-centered approach complemented by excellent organizational, planning and time management abilities.
- Ability to work independently, move projects from conceptual stages to launch, and handle multiple and often competing deadlines.
- Proven strategic thinking and planning abilities.
- Exceptional interpersonal and relationship building skills and superior communication skills (verbal and written).
- Excellent proficiency in Microsoft Office Suite software.
- Experience working with volunteers to support project execution.
- Collaborative team player able to work effectively in cross-functional teams and with external vendors.
- Current driver's license.
- Current police reference check (obtained at time of employment).

Advantageous Criteria

- Post-secondary education in fundraising and/or event organizing or equivalent. Experience.
- An understanding of the power of camp.
- Demonstrated commitment to volunteerism or volunteer sector.
- Canadian Association of Gift Planners (CAGP) Certificate an asset.

Personal/Professional Characteristics

Well organized with proven planning and organizational skills; the ability to manage and prioritize multiple projects; respond to multiple requests; personable with exceptional interpersonal skills; adaptable; strong multi-channel communication skills; diplomatic; attention to detail; able to work in an open office environment.

PARTICULAR WORKING CONDITIONS

- a) The position involves some evening and weekend commitments.
- b) In consideration of those we serve, the SDO, Legacy & Annual Giving is a non-smoker.
- c) The job is performed in a generally hazard free office environment and in a clean atmosphere. Some lifting of up to 30 pounds, carrying, pushing, and/or pulling of materials to/from meetings or presentations is involved, as well as sometimes having to work in awkward positions to accommodate equipment checking, installation, etc.

BENEFITS

This position offers a competitive salary, full benefits package, vacation, professional development, and performance based increases.

EQUAL EMPLOYMENT OPPORTUNITY

Camp Oochigeas invites applications from all qualified individuals. Camp Oochigeas is committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity. In accordance with Canadian Immigration requirements, priority will be given to Canadian citizens and permanent residents.

ACCESSIBILITY

Upon request, Camp Oochigeas will provide to applicants with disabilities, accommodations that take into account the applicants' accessibility needs, in order to facilitate participation in the recruitment, assessment, selection and hiring stages.

To apply, please send a cover letter and resume via email to the Human Resources Department. **Email:** hr@ooch.org