

## **SOUTH MUSKOKA HOSPITAL FOUNDATION**

**Title:**                                **Development Officer**

Reports to:                            Executive Director

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### **Overview of South Muskoka Memorial Hospital**

South Muskoka Memorial Hospital is a 59-bed hospital serving 35,000 permanent residents, 75,000 seasonal residents and an estimated 1,000,000 plus tourists. Our hospital offers a wide range of inpatient services from maternity to palliative care and a broad spectrum of clinical care on an outpatient basis, including diagnostic imaging services. Our 24-hour emergency department sees approximately 20,000 patients a year with approximately a quarter of those in July and August. South Muskoka Memorial Hospital is part of Muskoka Algonquin Healthcare together with Huntsville District Memorial Hospital.

### **Position Summary**

In conjunction with the Executive Director, provides leadership and direction with respect to fundraising initiatives. Designs and implements appropriate solicitation strategies in support of fundraising campaigns and special events, including prospect identification, clearance and cultivation, and development of briefing materials, presentations and proposals. Develops work plans, and monitors approved fundraising initiatives, evaluating progress and reporting on same to the Executive Director, adjusting strategies and priorities as required. Ensures that all relevant donor and fundraising information and materials are appropriately filed and entered into the fundraising databases.

### **Key Responsibilities**

#### **1. Signature and Third Party Events**

- Lead and execute all signature special events organized by the South Muskoka Hospital Foundation including Golf Classic, Night Out and Radiothon
- Develop and execute event plan including timelines, schedules, marketing and budget
- Coordinate event logistics including insurance, permits, contracts, suppliers
- Working with the ED and event committee, develop and execute sponsorship solicitation & ticket sales
- Manage and coordinate all the volunteer event committees
- Provide complete post-event analysis
- Support donor relationships related to third party events
- Create necessary marketing materials to support third party events
- Attend third party events on behalf of the Foundation, recognizing their contribution, and accepting their donations
- Develop strategies to grow number of third-party events

## **2. Communications and Marketing**

- Support the development and distribution of communications material such as Annual Report, Newsletter and website
- Manage Direct Mail program including researching patient stories and data organization
- Develop and monitor social media communication strategy to enhance donor relations

## **3. Stakeholder Relationships**

- Develop and maintain effective partnerships with key stakeholders, building awareness and gaining support in order to further the goals and objectives of the Foundation
- Work with physicians and hospital staff to gain their cooperation and involvement in campaign initiatives in the areas of prospect identification, cultivation, solicitation and stewardship
- Build Tribute program: In Memory, In Honour and In Celebration
- Research and submit grant proposals
- Develop Donor Recognition plans
- Consistently and appropriately record all donor contact and interactions in the database

## **Qualifications**

- Minimum 3-year college diploma or equivalent in a communications or administrative discipline or related field
- Minimum 3 years fundraising experience is preferred, in multiple areas of fundraising, including special events and annual programs with previous campaign experience considered an asset
- Demonstrated advanced skills in database technology and Microsoft Office programs. Raisers Edge database experience considered an asset
- Experience and knowledge of current social media platforms, graphic and website development
- Attention to detail with a high degree of accuracy
- Demonstrated excellent interpersonal and communications skills in English both written and verbal as well as discretion and good public relations skills
- Flexibility for travel and to attend evening and/or weekend events
- Self-motivated, self-starter and team player with a positive and professional approach.
- Must have valid driver's permit and access to vehicle
- As a condition of employment, new hires are required to submit proof of COVID-19 vaccination to the Hospital's Occupational Health and Safety department.

## **Application Process**

Please submit your resume, letter of interest and salary expectations

to: [info@healthmukoka.ca](mailto:info@healthmukoka.ca) by **no later than November 19, 2021.**

Please include "Development Officer" in the subject box of your email.

We thank all applicants for their interest; however, only short-listed candidates will be contacted for an interview.