

JOB POSTING

Associate Director, Legacy
2425-13

Full time, permanent

What we do

At BC Children's Hospital Foundation, we're on a quest to ensure every kid in the province receives the best health care imaginable. As a fundraising organization, we inspire communities and people to support BC Children's Hospital, along with its world-class research institute, mental health facility and rehabilitation center.

Our work makes a profound difference. From helping get the boldest research ideas off the ground to supporting the most advanced equipment, together we are pushing the boundaries of what's possible in children's health care. This is no small task—which is why we're looking for passionate people to join our team and help propel our work forward to **power the possible**.

What you'll do

Reporting to the Director, Gift & Estate Planning, as the Associate Director, Legacy, you will proactively enhance the growth of legacy commitments to the Foundation. Working closely with the Director, you will contribute to strategy development, fulfill the program vision, and bring creative thought to effect breadth and depth to the program's impact for current and future revenue. You will strategically and creatively consider prospect pools and implement steps to engage groups and individuals toward a confirmed legacy gift. In this role, you will execute personalized gift planning and deepen relationships with legacy prospects and members of the Legacy Circle to solidify enduring commitment to the Foundation and Hospital.

As the Associate Director, you will supervise a small but mighty team who conducts legacy prospect activities to attract inquiries and confirmations, as well as records and data integrity for the legacy pipeline. You will be highly collaborative with other team members who coordinate materials and will ensure donor facing initiatives remain fresh and reflect relevant information to educate and engage donors and prospects and contribute to stewardship plans.

Additionally, you will collaborate to provide nurturing and capable leadership with an emphasis on building gift planning capacity and results for all colleagues across the Foundation and exemplifies proven experience and subject matter knowledge for a variety of gift planning options suitable for a broad range of donor sophistication.

More specifically, you will:

- Lead with curiosity and a passion for the right personalized donor strategy to build trusting relationships and, uncover interests, needs and family dynamics for all legacy prospects and donors in all curated gift planning activities.
- Lead and manage strategies for mass inquiry pools, measure effectiveness, and suggest tactical adjustments. Assess and recommend tactics to increase the legacy pipeline and ensure a consistent messaging continuum to encourage decisions. Implement feedback collaboratively and assist the Director with budget planning.
- Collaborate with peers to ensure digital acquisition opportunities are maximized and lead the G&EP team's interests and needs with other Foundation teams (Information Technology and Data + Analytics).
- Deepen relationships with select Legacy Circle members; assume responsibility for a select group. Oversee welcome packages and lead onboarding options and avenues to best fit the donor journey.
- Implement and manage the gift planning staging system, regularly assess, and collaborate with the Manager and Prospect Development team to inform individual donor strategies toward legacy commitment. Personally manage select inquiries to enhance their journey toward legacy commitment. Demonstrate gift planning expertise in donor interactions.

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- Oversee strategy for prospects' and Inquiries' information packages, regularly updating content to inspire and integrate with existing gift planning touchpoints, while also ensuring accurate records. Collaboratively enhance tactics to advance prospects along the engagement and education continuum.
- Collaborate with the Director and Manager to formulate internal education options which promote gift planning knowledge and confidence for cross team ability to secure legacy gifts as well as facilitate non-cash gift types. Contribute as an experienced gift planner in the marketplace.
- Develop relationships with advisors and maintain pathways for mutual benefit; contribute to the team's efforts to build a strong advisor network. Proactively monitor and suggest tactical improvements for data integrity for this group of relationships.

What you bring

We understand that no single candidate will perfectly meet all the qualifications outlined for this job posting. The following highlights the qualifications we consider important for a candidate to bring to the position or to develop while in the role. Embody our values – *Think Big, Lead with Heart and Step Up*.

- University degree in business, marketing, communications or a related field, complemented by education from CAGP or recognized designations such as TEP/STEP, or CFP in fields like law or financial planning, focusing on donor philanthropy and a person-centered approach.
- 7+ years of progressively complex fundraising experience, with a focus on gift planning, that includes experience in:
 - Contributing to program growth, developing business plans, and conducting results-driven evaluations.
 - Selecting and measuring mass records in a complicated, multi-user database system.
 - Curating the legacy donor's journey from interest to commitment, both personalized and group engagement.
- Experience managing, coaching, and mentoring people to ensure that they reach their full potential and excel in their roles.
- Advanced understanding of intermediate gift planning options, and sound familiarity or practical experience with advanced gift planning tools.
- Ability to navigate gift planning conversations with professional ease and warmth to ensure donor comfort and confidence to explore facets of gift planning
- Skilled verbal and written communicator to enhance donor experiences, impressions, and understanding in an inspirational way for both communication formats
- Ability to assess program impact from both an individual donor's perspective and as members of a broader group.
- Proficient in analyzing data indicators both collectively and individually, and translating insights into actionable solutions within a collaborative problem-solving framework.
- Engaging and collaborative team player adept at nurturing relationships with internal and external partners, demonstrating values-driven leadership.
- Strong knowledge and experience using databases; Raiser's Edge NXT is an asset.
- A class 5 driver's license and access to reliable transportation.
- A flexible schedule that allows for after-hours events and meetings.

What you can expect

As part of enabling the kind of culture and values that power the possible, we're committed to supporting our team members in their health, well-being, and career growth. We offer a robust total rewards package that includes a competitive base salary, additional variable pay, a defined benefit pension plan and top-notch health and dental benefits. You'll also receive perks like a hybrid work environment, a nine-day fortnight schedule, generous vacation and a commitment to professional development.

The hiring range for this position is between \$103,400 to \$122,000; you will be eligible for annual salary increases based on performance. At BCCHF, we are committed to ensuring that compensation is fair and equitable. Your



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placement in the hiring range will be dependent on factors such as experience, relevant skills and qualifications, and internal equity.

Please note that all employees of BCCHF are required to complete vulnerable sector criminal record check as a condition of employment.

Join Us

We exist to *power the possible*. And that permeates every action we take. As a team, we push ourselves to: *think big* in how we boldly envisioning the future; *lead with heart* in how we listen and engage with others, and *step up* in how we are accountable to ourselves, each other and our shared cause.

We think it's a pretty amazing place. Others agree—we're proud to say that we've been recognized as one of BC's Top Employers for 15 years in a row.

BCCHF invites and encourages all qualified individuals to apply. As an organization committed to fostering an inclusive workplace that reflects the diversity of the communities we serve and support. We welcome individuals whose lived experiences may further contribute to the rich diversification of skills, knowledge, and backgrounds at the Foundation.

Want to make a big impact on the health of BC's kids? Join us and help make kids mighty. Apply online at by **September 24, 2024** at <https://www.bcchf.ca/join-team/>.