



Job Posting - Digital Fundraising Officer (Victoria, BC)

About us

Children's Health Foundation of Vancouver Island (CHFVI) has invested in the health of Island kids for 97 years. Our mission is to ensure all Island families have access to the health care they need, when and where they need it the most. Thanks to the generosity of our donors, we play an active role in addressing the lack of equitable access to health services and supports for children, youth, and families on Vancouver Island and surrounding islands.

The Foundation does this work by reducing financial barriers, increasing navigation supports, and providing culturally safe and supportive "homes away from home", in an effort to decrease health inequities that disproportionately impact rural and remote regions, children with chronic and complex needs, indigenous families, and low-income families.

We know kids may only be 21% of our Island's population, but they are 100% of our future. Help us invest in this future and join us as champions for the health of every Island family.

Why work here?

We are a tight-knit team dedicated to making a difference while having fun. As we continue to grow and expand our programs and services, we are looking for talented and passionate individuals to join our team and help us achieve our mission. The work you do with the Foundation will have a direct and positive impact on children and families in your community. The Foundation believes in providing its employees with a respectful and inspiring workplace and offers competitive salaries, comprehensive extended health and dental benefits, and a pension program. You can be a part of a caring and compassionate team working together to support Island families.

Children's Health Foundation's core competencies are communication, interpersonal skills, teamwork, open-mindedness, accountability, confidentiality, creative thinking, and daring.

Position summary

We are seeking a creative and driven Digital Fundraising Officer to play a key role in implementing CHFVI's fund development, marketing, and communications strategies. Reporting to the Marketing and Communications Manager, the Digital Fundraising Officer will be the driving force behind the development and management of digital marketing campaigns, social media strategies, e-newsletters, and website content. With a passion for storytelling and an eye for design, this role will help CHFVI to enhance all facets of the donor experience and to increase awareness of the Foundation's programs and services. This role will work closely with the team to help develop and implement fundraising and marketing campaigns that inspire and engage our community of supporters. From creating impactful social media posts to writing informative and compelling newsletter copy, the ideal candidate will have the opportunity to use their skills to make a difference in the lives of children and families on Vancouver Island.

This is a full-time, permanent position with evening and weekend work required at times for special events and presentations. Valid Class 5 Driver's licence and access to a vehicle are required.

Responsibilities

- Collaborate with Fund Development and Marketing & Comms teams to develop and implement a digital strategy, designed to increase brand awareness and lead to donor acquisition.
- Refine and implement digital prospect and donor journeys that result in effective donor engagement and giving strategies.
- Maintain Luminate Online, the Foundation's donor/client email software.

- Lead, execute, and monitor digital advertising and lead generation campaigns.
- Update and maintain CHFVI website to increase user engagement and ensure it is an effective fundraising platform and digital tool for showcasing our work, direction, and impact.
- Ensure the Foundation's brand image, reputation, and voice are maintained across all platforms according to the Foundation's brand and communications guidelines.
- Create social media calendar and lead all social media content creation and engagement with support from the Marketing and Communications Coordinator.
- Work in collaboration with the Fund Development team to integrate, optimize, and monitor the third-party online giving tool and online lead generation system.
- Track and analyze key metrics and ROI of digital marketing initiatives, including development of monthly reports that include social media and web stats analysis and recommendations.
- Capture and edit video content and ensure video optimization when sharing digitally.
- Plan and deliver the Foundation's online Annual General Meeting in September with the Marketing & Comms team.
- Manage contractors (agency and service) productively and efficiently.

Qualifications

- Diploma or degree in business administration or marketing and communications
- Current specialized training and courses in digital marketing, analytics, CRM, social media, digital advertising, SEO, and project management.
- Minimum three years of related experience in digital marketing, with specific experience in a fundraising environment.
- Demonstrated experience with email client software and fundraising automation tools (Luminate preferred).
- Demonstrated know how of effective social media use, engagement, and management, including current experience planning, creating content and writing for social media platforms, and developing content calendars.
- Proficiency in WordPress and HTML and in managing and optimizing websites.
- Demonstrated expertise at building, testing, and distributing email newsletters.
- Proficiency with creating and monitoring effective digital ad campaigns, including the use of Google Ad Grants.
- Must have excellent oral, written, and presentation skills. Basic graphic design, photography, and video editing experience.
- Familiarity with Blackbaud/Raiser's Edge.
- A high level of organizational ability, attention to detail, and ability to manage tight timelines.
- Highly adaptable, flexible, and able to prioritize as part of a small but nimble team.
- Proven team player who takes initiative in supporting and achieving team goals.
- Ability to build and maintain effective internal and external relationships, sometimes remotely.
- Ability to engage with children, youth, and their families living with health challenges.

Compensation package

- Base salary range: \$54,413.00 - \$68,016.00
- Additional benefits: 4 weeks vacation, Municipal Pension Plan, Comprehensive extended Health & Dental, Long Term Disability, Life Insurance, and Accidental Death & Dismemberment, Professional Development support

Children's Health Foundation of Vancouver Island is committed to upholding the values of equity, diversity, and inclusion and strongly encourages application from people from marginalized communities, including BIPOC, LGBTQ2s+ folks, and people with disabilities.

To apply, please send your resume and cover letter to careers@reimaginevancouver.ca with the subject line 'CHFVI - Digital Fundraising Officer' We thank all applicants for their interest; however, only those candidates selected for interviews will be contacted.