



# Manager, Donor Loyalty & Revenue Generation

**Date Posted:** Thursday, July 22, 2010

**Position Status:** 13-month contract with modified benefits

**Available:** August 2010

**Description of the Position:** Reporting to the Director, Donor Loyalty, the Manager of Donor Loyalty & Revenue Generation will contribute to the delivery of over \$18MIL in donations. The Manager, Donor Loyalty & Revenue Generation will take ownership of the strategy and execution of multiple, concurrently running programs including direct mail, telemarketing, Get Better Gifts, online initiatives and revenue optimization across the base of existing Annual Giving donors.

## **Duties and Responsibilities:**

- Develop strategic operating plans for all related programs; create and manage budgets and refine all forecasts and provide strategic input to senior management for purposes of planning future revenue generating programs
- Work in conjunction with Director, Donor Loyalty to build and refine all forecasting associated with Loyalty programs and to develop new upgrade programs
- Execute programs against plan, adjust programs as required to meet goals
- Analyze and improve program and campaign reports; track key metrics, monitor and analyze results and create concise briefs and post-analysis documentation for TM, Dm and online channels.
- Lead product and marketing development for Get Better Gifts program
- Identify trends and opportunities or areas of concern; plan monthly and quarterly accountability meetings
- Coach and mentor indirect reports and act as a role model for other team members

## **Qualifications:**

- University degree or community college diploma with a focus in marketing, fundraising sales or other applicable disciplines
- 5+ years direct/database marketing and experience with Direct mail, Telemarketing and digital channels.
- Extensive project management experience
- Strong financial acumen
- Forecasting, reporting and budget management are critical
- Ability to work under pressure, prioritize and multi-task; results-oriented
- Ability to think strategically and work independently in driving new initiatives as well as enhancing existing programs
- Ability to lead and influence cross functional teams
- Experience with agency and vendor management
- Superior written and verbal communication skills
- Experience driving direct marketing programs through a variety of channels including online, telemarketing, social media and online communities and direct mail
- Proven leadership skills
- A go getter and team player

**About SickKids Foundation:** Established in 1972, SickKids Foundation is the fundraising organization for The Hospital for Sick Children - Canada's most research-intensive hospital and the largest centre dedicated to improving children's health in the country.

The Foundation's fundraising is driven by the belief that improving the health and wellbeing of children is one of the most powerful ways to improve society.

Philanthropy is a critical source of funding for The Hospital for Sick Children. For the fiscal year ending March 31, 2009, SickKids Foundation made an investment of \$64.4 million in children's health research, education and care. A direct result of community support, this is the largest investment in paediatric health care and one of the largest contributions to a hospital anywhere in Canada.

HealthyKids International, an initiative that supports the international projects of The Hospital for Sick Children, is an investment in the future health of children around the world. It is steeped in the belief that children need home-grown medical practitioners who understand their countries' social and cultural contexts.

The shared vision of SickKids Foundation, HealthyKids International and The Hospital for Sick Children is "Healthier Children. A Better World."™

**Hours:** 9:00 am to 5:00 pm Monday to Friday  
Occasional evening work may be necessary

**Available to:** Internal Candidates

**Deadline:** July 29, 2010

**Submit Resume to:** Human Resources Department  
SickKids Foundation  
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Toronto, Ontario M5G 2L3  
**email:** [susan.lyon@sickkidsfoundation.com](mailto:susan.lyon@sickkidsfoundation.com)