

Covenant Foundation proudly supports Covenant Health, Covenant Care and Covenant Living and their 155-year legacy of healing the body, enriching the mind and nurturing the soul.

Our foundation partners with the community to help create vibrant communities of health and healing for Albertans from all backgrounds, faiths and circumstances, through every stage of life. With the generosity of donors, we help transform health care for priorities such as seniors' health, mental health, rural health, palliative care, women and children's health, and spiritual care. The funds we raise support specialized programs, equipment and training, and enhanced care spaces at 22 Covenant hospitals and continuing care sites across Alberta.

Covenant Foundation is seeking a Direct Marketing Lead to join its growing team.

Reporting to the Senior Director Philanthropy, the Direct Marketing Lead will be responsible for the day-to-day management of the Direct Marketing suite of programs at Covenant Foundation. This includes Direct Mail, Telemarketing, Email and Digital Fundraising, with a focus on expanding the donor universe at Covenant Foundation to reflect the provincial scope of the organization.

The potential for these programs is limitless and will lead a significant area of growth for Covenant Foundation. By working closely with Direct Response fundraising, this role will gain key insights into donor motivation, performance trending, and organizational strategy. Additionally, by working with carefully selected vendors, this role will actively learn from peers and experts in the fundraising industry.

This position will work collaboratively with the Marketing & Communications, Finance, and Data Teams at Covenant Foundation to ensure alignment in key messaging, campaigns and fundraising efforts, and list management. By growing the donor community, this position will also be instrumental in fueling the donor pipeline for Mid-Level Giving, Major Gifts, and Planned Giving.

KEY RESPONSIBILITIES:

Direct Marketing Programs

- Day-to-day execution of the Direct Mail, Telemarketing, and Digital (email) Fundraising programs.
- Project management and internal communications to ensure colleagues are aware of the direct marketing efforts happening at Covenant Foundation.
- Lead the Foundation's Direct Marketing working group to collaborate with internal and external teams to ensure accuracy in appeal copy, scripting, data capture, and delivery.
- Develop and maintain powerful program documentation and detailed process mapping.
- Leverage best-in-class data analytics and deploy industry-leading strategies.

Data Management & Reporting

- Ensure donor data integrity and adhere to strict security measures.
- Create an understanding of donor segmentation, leveraging Recency, Frequency, and Monetary Value (RFM).
- Generate Donor Contact Lists while adhering to Donor Communication Preferences.
- Manage reporting from vendors and present results to the Director and Senior Director.
- Develop dashboards and present at team meetings.
- Leverage metrics to develop new strategies for continuous improvement.

Donor Customer Service & Vendor Management

- Primary point of contact for donor questions, feedback, and conflict resolution.
- Provide key information and messaging to colleagues at Covenant Foundation.
- Work collaboratively with external agencies is vital to success.
- Project management and execution

QUALIFICATIONS AND KEY COMPETENCIES

The ideal candidate will demonstrate a deep understanding of fundraising fundamentals and data-centric strategies. They are strong communicators, project managers, results-driven, and self-motivated. This role will be expected to manage multiple projects at the same time and adhere to strict production timelines to maximize revenue generation for Covenant Foundation. Success will be measured by the programs ability to recruit new donor support and renew annual donor giving. Donor Acquisition and Retention are two primary KPIs for this role.

Education and Experience

- Proficiency in Raiser's Edge or expertise in a similar Customer Relationship Management system.
- Strong Microsoft Excel skills.
- Experience with MailChimp and other email or digital platforms is an asset.
- Strong analytical and problem-solving skills.
- Excellent written and verbal communication skills.
- A Philanthropic Spirit

Key Competencies

- Understanding of and commitment to the Covenant Foundation/Covenant Family mission, vision and values.
- Results-driven and strives to apply continuous improvement practices.
- Exceptional interpersonal skills that demonstrate poise, tact and good judgment.
- Self-directed, with excellent organizational, problem-solving and time-management skill.
- Demonstrated analytical and problem-solving skills.
- Strong understanding of protocol, discretion and professionalism.
- A history of being a positive and dynamic team player.

Why Covenant Foundation?

We believe in supporting our employees holistically by providing:

- Competitive pay per annum
- Comprehensive benefit package
- Pension plan
- Flex-spending account
- Hybrid remote/in-office work environment

To Apply

Please email your cover letter and résumé in one document to Sara Tharakan at foundation@covenanthealth.ca. Please include in your email subject line: **DIRECT MARKETING LEAD.**



Direct Marketing Lead

While we thank all candidates who apply, we will only reach out to candidates who meet the hiring manager's requirements on their résumé.

Commitment to Diversity, Equity, Inclusion and Accessibility

Covenant Foundation values diversity in thought as well as representation. We are committed to building an environment that provides a foundation for safety and belonging and are challenging our biases and assumptions daily. Should you need any support during the application or interview process, please do not hesitate to reach out to Sara Tharakan at foundation@covenanthealth.ca.