

Setting the Standard for Exceptional Care

For ninety years, Silver Hill Hospital has been at the forefront of psychiatry and leading the way in providing the best treatment for psychiatric illnesses and addiction. Our track record of success is based on a carefully executed team effort, one that uses an array of powerful tools, talent and knowledge to help people turn their lives around. We have opportunities available for individuals who have a passion to make a difference in the lives of our patients.

Annual Giving Officer (AGO) Job Description

Under the supervision of the Director of Annual Giving and Campaign Manager, execute all facets of fundraising related to the Annual Fund as an integral part of the overall fundraising program for Silver Hill Hospital.

The AGO will focus on all areas of the Annual Fund program including direct mail, email, and management of the leadership giving society program. Responsibilities will include assisting in setting goals for appeal letters, email messaging, number of donors, and overall dollars raised each year as well as message development, segmentation, list creation, collaboration with the mail house and Database Administrator, donor acknowledgments and stewardship, and evaluation of performance.

As the first year of employment progresses the AGO will slowly take on increased responsibilities as the focus of the Director of Annual Giving and Campaign Manager increasingly turns to the upcoming Campaign.

DUTIES AND RESPONSIBILITIES

Annual Fund Program Management (40%)

Working with the Director of Annual Giving, partner in creating, implementing, and evaluating a comprehensive, multiyear plan to increase unrestricted donors and dollars. The plan should include all solicitation vehicles, segmentation, timing, messages, and goals. Assist in developing strategies to increase donor retention, upgrades, and acquisition. Monitor progress toward these targets.

Collaborate on all facets of the Annual Fund program, unrestricted giving donor participation, giving society membership, recent patient mailings, and other initiatives as part of the implementation of a strategy for increasing Annual Fund support.

Oversee the implementation of Annual Fund programs such as direct mail, email and social media programs. Responsibilities include working closely with SHH Marketing Department, other staff and vendors on content and design of letters and materials. Provide strategic direction and monitor progress as it relates to vendor contracts. Create and manage production calendars and timelines to ensure deadlines are met.

As required, make phone calls to secure gift renewals and acquisition.

Maintain close working relationships with all offices related to Advancement.

Prepare and distribute reports on a regular basis to update staff on results.

Data Management (30%)

The AGO is responsible for list development, management, and accuracy for all mail and email solicitations that go out. This includes reviewing all materials for accuracy, careful auditing of data prior to each piece sent, and documenting and managing procedures in

conjunction with the team that include processes to manage duplicate addresses, seasonal addresses, address changes, householding, and other address needs and concerns as they arise.

Produce reports monthly that monitor progress towards goals, including mail and email performance, gift table for the Annual Fund, donor retention reports, and reports that help identify potential major gift supporters. Distribute reports, provide analysis, and modify strategies as data indicates.

At the start of the fiscal year, conduct a feasibility analysis of Annual Fund donors including the identification of past, current and potential donors at the \$1,000–\$99,999 level. Set goals for donors at each level of membership to grow and strengthen midlevel giving, particularly for the Annual Fund.

Understand all the different wealth screening levels and how and when they are updated. Analyze wealth screen information and make recommendations for tracking.

Manage the integration of new patients and patient families from the hospital database into the Advancement database. Manage moving individuals from one database to another.

Stewardship (30%)

Create, implement and evaluate a comprehensive plan for donor relations and stewardship to inspire increased donor retention and dollars given. The plan should include all levels of giving and designations to Silver Hill Hospital to create a framework that ensures all donors feel appreciated and see the impact of their support. Develop specific strategies and goals; monitor and report on progress. Develop and document policies and procedures in support of programs as requested.

Maintain and update acknowledgment and receipting procedures for Advancement. Oversee acknowledgements, partnering with the Advancement Writer to draft and prepare copy as required. Oversee, plan, and supervise the updating and management of all variations of letters and online gift acknowledgement and receipts to ensure the final communications are personal, timely, impactful, and inspiring for donors.

Call and thank all donors who make a gift to the organization who are not assigned to other staff.

Partner with the Advancement Assistant to ensure that donors are being appropriately thanked and stewarded to support overall membership and donor retention goals. This includes but is not limited to acknowledgement letters, stewardship phone calls, and other special touches.

Recommend prospect movement to major gifts, and additions to or removal from the pool.

Participate in events and programs to engage and meet prospective donors.

SKILLS AND REQUIREMENTS

- Bachelor's degree.
- Minimum three to five years professional experience in advancement preferred.
- Knowledge of the principles and practices of development and fundraising, with an understanding of annual fundraising programs highly preferred.
- Knowledge of Microsoft Office including Word, Excel and PowerPoint.

- Proven ability to learn CRM databases and follow documented procedures and training. Experience with Raiser's Edge Database highly preferred.
- Demonstrated analytical skills.
- Extremely detail oriented.
- Entrepreneurial spirit and ability to work independently with minimal supervision.
- Strong emotional intelligence, sensitivity, and listening skills
- Eagerness to learn and openness to coaching.
- Demonstrated ability to work effectively as part of a team and with colleagues across an organization.
- Exceptional communication and interpersonal skills, experience with writing for development and Annual Fund programs preferred.
- Mature judgment and experience working with complex, goal-driven individuals.
- Ability to manage time well, while being part of a highly productive office environment
- Demonstrated experience and comfort in personally soliciting individuals for gifts, even in a volunteer capacity.

Salary Range: \$70,000 - \$80,000 depending on experience

Silver Hill Hospital
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Silver Hill Hospital has mandated the COVID-19 vaccination for all staff, contractors, consultants, students and volunteers. For more information, or accommodation questions, please reach out to the Human Resources Department.

All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, age, disability, veteran status or any other characteristic protected by law.

Apply Now:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=3687df39-47d7-40fa-8d31-0f9a62e6e22b&ccId=19000101_000001&lang=en_US&jobId=9200812091486_1&source=EN