

Bronson Health Foundation

Engagement Officer Job Description

GENERAL SUMMARY

Under the supervision of the Director of Donor Relations, the Engagement Officer is responsible for building and maintaining strong relationships with donors, partners, and stakeholders in a variety of ways. Engagement Officers are key roles on the Bronson Health Foundation (BHF) team responsible for developing and implementing engagement strategies that foster community support, raise funds, and increase awareness of BHF initiatives. With multiple Engagement Officer positions on the BHF team, general responsibilities could include creation and implementation of programmatic funding strategies designed to cultivate and steward new and current donors. Programs may be already established, somewhat established, or still need to be created. This can include but not limited to the execution of annual appeals, cultivation and stewardship programs, event planning for fundraising, stewardship, and cultivation events, donor recognition and stewardship strategies, and/or maintaining a portfolio of annual donors.

ESSENTIAL RESPONSIBILITIES AND DUTIES

This specific Engagement Officer position will have responsibility over the following objectives:

1. Execution of Annual Appeals including Good Neighbor Annual Community Appeal, Giving Tuesday Strategy, and Little Help, Big Difference Employee Appeal
 - Execute comprehensive annual appeals strategy to maximize donor engagement and contributions.
 - Collaborate closely with key team members and stakeholders and employee ambassadors to maximize collective expertise.
 - Utilize data analytics to assess the effectiveness of campaigns and generate insightful reports for continuous improvement and future planning.
2. Create and execute Grateful Patient Programming
 - Develop and implement a comprehensive grateful patient program, focusing on creating meaningful experiences for patients and facilitating donor engagement.
 - Educate and collaborate with healthcare professionals and support staff to identify potential grateful patients, gather patient stories, and pilot/integrate the program into the patient care process across the system.
 - Manage patient data with strict confidentiality, tracking program participation and outcomes. Utilize data analysis to assess the impact of the program and make data-driven recommendations for improvement.
3. Manage and implement donor recognition and stewardship strategies in collaboration with donor relations and gift processing teams.
4. Maintain portfolio of donors that give annually under a major gift level including 3rd party fundraisers. This includes establishing relationships with donors that allow for clear understanding of donors' interests, passions, and values through multiple touch points throughout the year.

QUALIFICATIONS

- Education and experience equivalent to that ordinarily acquired through the completion of a bachelor's degree, and three to five years related experience in development, communications and/or healthcare.
- Demonstrated ability to create a program from concept to implementation designed specifically for targeted results.
- Ability to collaborate to achieve objectives with diverse populations including administration, leadership and clinical employees.
- Ability to solicit gifts and proven record of gift solicitation.

- Knowledge of fundraising/development concepts and appropriate solicitation techniques.
- Creative mindset and innovative approach to fund development programming and implementation.
- Strong verbal and professional written communication skills.
- Ability to maintain authentic relationships with significant and influential individuals.
- An understanding of healthcare systems is valuable.
- Exceptional organizational skills and strong project management skills with the ability to manage multiple tasks and projects simultaneously.
- A commitment to maintaining high ethical standards and confidentiality when handling donor information and financial contributions.
- Strong interpersonal and communication skills to effectively interact and collaborate with diverse teams, sponsors, donors, community members, and all levels of Bronson personnel.
- Ability to adapt and respond to various situations. Ability to thrive in a fast-paced environment, adapt to changes, and solve problems proactively.
- Has the ability to communicate in a logical, influential and persuasive manner in order to create confidence and trust in donors.
- Strong proficiency in Microsoft Office.
- Familiarity with electronic donor record keeping, working knowledge of Blackbaud's Raiser Edge Software preferred.
- Able to lift heavy items and boxes - up to 40lbs.
- Have a valid driver's license in the state of Michigan and reliable transportation to be able to drive to donor meetings and events.

HOURS

Office hours are typically Monday through Friday, 8am – 5pm with flexibility provided. Occasional evenings and weekends are needed for event attendance and support (which, at present, is approximately 2-3 weekends during the year).

INCLUSION STATEMENT

Bronson employees are working to create an environment for our patients free of prejudice, bias, and stereotypes. Providing culturally competent customer service and care requires respect and training. At Bronson Health Foundation, we are educating ourselves about the many ways we can address and dismantle existing inequities. We value, encourage, and welcome a culture of inclusion where we all work to build a better future, together.

ABOUT BRONSON HEALTH FOUNDATION

As the philanthropic arm of the Bronson Healthcare system, Bronson Health Foundation builds relationships with individuals and organizations to connect their generous support with Bronson's healing mission. This support funds and sustains programs, projects, services, innovative technology, scholarships and much more that directly benefits our patients and families, our employees, and our communities. It is the focus of the Foundation to ensure philanthropic funds are distributed in an impactful and equitable way that alleviates barriers and disparities to a patient's care and recovery across the Bronson system.

To learn more about Bronson Health Foundation, please visit at bronsonfoundation.com.

- Salary Range: \$54,855.42 - \$85,574.47
- To apply, please visit bronsonhealth.com/careers. Direct link: [Engagement Officer \(myworkdayjobs.com\)](https://bronsonhealth.com/careers/engagement-officer)
- You can direct questions to:
 - Heather Oestrike, Director of Donor Relations, Bronson Health Foundation at oestrikh@bronsonhg.org