



## Development Officer, Annual Giving

Job Announcement

### About the Organization

Valley Health Foundation (VHF) is the trusted philanthropic partner of the County of Santa Clara's health system. VHF mobilizes philanthropy and partnerships to strengthen and advocate for public healthcare that serves all Santa Clara County residents, regardless of insurance, income, or immigration status. VHF supports patients, families, and healthcare professionals at public healthcare facilities, including Santa Clara Valley Medical Center (SCVMC), O'Connor Hospital (OCH), St. Louise Regional Hospital (SLRH), Regional Medical Center (RMC), 15 primary and specialty care health centers, Santa Clara County Public Health, Custody Health, and Behavioral Health Services. VHF also supports many community-based programs and services that share our mission to ensure better health for all. For more information, please visit our [Valley Health Foundation](https://valleyhealthfoundation.org) website.

### Who We're Looking For

We believe philanthropy is about more than raising money. It is about building meaningful relationships, inspiring generosity, and creating opportunities for our community to invest in a stronger, more equitable public healthcare system.

We are looking for a creative, data-informed fundraiser who is excited by the opportunity to build a comprehensive annual giving program that inspires broad community support for Northern California's largest public healthcare system. This role is ideal for someone who enjoys blending strategy, storytelling, analytics, and relationship-building to create meaningful donor experiences and sustainable fundraising growth.

The ideal candidate will:

- Be energized by growing donor participation, retention, and philanthropic support.
- Think strategically while using data and analytics to drive fundraising decisions.
- Create compelling fundraising campaigns that inspire action across multiple channels.
- Develop thoughtful stewardship experiences that strengthen long-term donor relationships.
- Enjoy collaborating across departments to build a seamless donor experience.
- Thrive in an entrepreneurial environment that values initiative, creativity, and continuous improvement.
- Feel inspired by the opportunity to improve healthcare for the people of Santa Clara County through philanthropy.

If you are passionate about growing philanthropy, creating exceptional donor experiences, and helping build a modern annual giving program, we'd love to meet you.

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2400 Clove Drive, San Jose, CA 95128 (408) 885-5299 [valleyhealthfoundation.org](https://valleyhealthfoundation.org)

Valley Health Foundation is a 501(c)(3) nonprofit organization (EIN 77-0187890) that supports Santa Clara Valley Healthcare which includes Santa Clara Valley Medical Center, O'Connor Hospital, Regional Medical Center, St. Louise Regional Hospital, and affiliated health centers and community programs.

**Position Summary**

The Development Officer, Annual Giving is responsible for developing and executing a comprehensive annual giving strategy that inspires generosity, grows donor participation, and strengthens long-term donor relationships.

Working closely with the Vice President of Development, this role will lead multi-channel fundraising campaigns, donor stewardship initiatives, employee giving, grateful patient fundraising, and annual fund strategies while helping establish a scalable annual giving program that supports Valley Health Foundation's long-term fundraising goals.

Success in this role requires a creative and analytical fundraiser who combines strategic thinking with disciplined execution, embraces data-driven decision-making, and is motivated by measurable fundraising growth and donor engagement.

|                         |                                                              |
|-------------------------|--------------------------------------------------------------|
| <b>Supervisor:</b>      | Vice President, Development                                  |
| <b>Status:</b>          | Regular full-time, exempt (salary) position                  |
| <b>Schedule:</b>        | 40 hours per week with some weekend or evening work required |
| <b>Office Location:</b> | 2400 Clove Drive, San Jose, CA 95128                         |
| <b>Field Location:</b>  | San Jose and Santa Clara County, California                  |

**Responsibilities**

- Develop and implement a comprehensive annual giving strategy that supports donor acquisition, retention, reactivation, and upgrading.
- Lead annual fundraising campaigns including Giving Tuesday, year-end giving, Doctors' Day, Nurses Week, employee giving, grateful patient fundraising, and other integrated fundraising initiatives.
- Build and grow a mid-level donor program that creates meaningful engagement opportunities and strengthens the pipeline for major gifts.
- Develop and oversee a comprehensive donor stewardship journey that strengthens donor retention, inspires increased giving, and creates pathways for deeper engagement with Valley Health Foundation.
- Partner with Marketing to develop compelling fundraising content across direct mail, email, digital, social media, and print communications.
- Analyze campaign performance, donor trends, and fundraising metrics to optimize results and guide future strategy.
- Develop segmentation strategies and targeted donor communications using Salesforce and fundraising analytics.
- Collaborate with the Senior Philanthropy Officer to identify and transition donors into the major gifts pipeline.
- Ensure fundraising campaigns, stewardship activities, and donor communications are executed accurately and efficiently.
- Identify opportunities to strengthen donor engagement through innovative fundraising and stewardship initiatives.

- Serve as a strategic thought partner to organizational leadership by identifying opportunities to expand community philanthropy and donor engagement.
- Represent Valley Health Foundation professionally within the community and serve as an ambassador for the organization and its mission.
- Contribute to building a high-performing culture of philanthropy that inspires generosity, strengthens community partnerships, and advances Valley Health Foundation's mission.

### **Qualifications, Knowledge, and Abilities**

- 4+ years of progressive fundraising, annual giving, development, or nonprofit marketing experience with demonstrated success managing fundraising campaigns and donor engagement initiatives.
- Experience developing and executing multi-channel fundraising campaigns, including direct mail, email, digital fundraising, and donor stewardship programs.
- Strong understanding of donor acquisition, retention, segmentation, and lifecycle fundraising strategies.
- Experience using donor databases and CRM systems; Salesforce experience preferred.
- Strong analytical skills with the ability to interpret fundraising data and use insights to guide strategy and improve results.
- Excellent written and verbal communication skills, including donor communications, campaign messaging, and storytelling.
- Strong project management and organizational skills with the ability to manage multiple priorities and deadlines.
- Creative, collaborative, and self-directed, with an entrepreneurial mindset and a passion for continuous improvement.
- Commitment to maintaining confidentiality and adhering to ethical standards in handling sensitive donor information.
- Strong commitment to Valley Health Foundation's mission, goals, and values.
- Ability to move around Health System campuses and Valley Health Foundation offices as needed.
- Valid driver's license and personal vehicle for travel throughout Santa Clara County. Mileage is reimbursed at the federally approved rate.

### **Physical Requirements**

The physical and work requirements listed are representative of those required to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit and work with hands and arms for at least eight (8) hours per day and five (5) days per week.
- Physical ability to stand, reach, lift, bend, kneel, stoop, climb, walk, crawl, push and pull items weighing up to 20 pounds.
- Stand and move throughout the office.
- Add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percentage.

- Have consistent and reliable attendance.
- Proficient interpersonal relations and communicative skills in English.
- Interpret a variety of instructions furnished in English written, oral, diagram, or schedule form.
- Write routine reports and correspondence.
- Meet daily, weekly, monthly, quarterly, yearly, and other deadlines consistently.
- Work under pressure with changing, ambiguous priorities.
- Communicate effectively and promptly to clients or employees of the organization.
- High level of manual dexterity to adeptly type and use computer equipment.
- Auditory and visual skills – Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Ability to work overtime occasionally at the last minute.

### **Compensation and Benefits**

- Annualized salary of \$100,000–\$115,000 (depending on experience), based on a 40-hour/week full-time equivalent.
- Comprehensive health, dental, and vision benefits.
- Simple IRA with a 3% employer match.
- Generous Paid Time Off (17–20 days annually, accrued per pay period).
- Paid Sick Leave (7–10 days annually, accrued per pay period).
- Federal and County holidays (12 days annually).
- Paid Time Off and County holiday pay will be prorated according to the number of hours in a regularly scheduled shift.
- Credit Union membership.
- Training and professional development opportunities.

### **Application Instructions**

- Interested applicants should submit a resume and cover letter to [jobs@vhfca.org](mailto:jobs@vhfca.org).
- Please include "Development Officer, Annual Giving" in the subject line of the email.
- Employment is contingent upon successful reference and background checks.
- The position will remain posted until filled.

### **Diversity, Equity, Inclusion, and Respect**

At Valley Health Foundation, we value diversity in experiences, cultures, and perspectives. This diversity is vital to advancing innovation, critical thinking, complex problem-solving, and creating an inclusive community. Because we seek a workforce with a wide range of perspectives and experiences, we encourage diverse candidates to apply, including people of color (particularly underrepresented minorities), women, veterans, members of LGBTQIA communities, and individuals with differing abilities. We welcome applicants who will help us advance our commitment to an inclusive workplace and who desire to join a staff engaged in addressing issues of diversity, equity, inclusion, and respect.