

FRIENDS

of Canadian Media

Job Title: Manager, Donor Database

Role

Reporting to the Director, Fund Development and Campaign Strategy, the Manager, Donor Database maintains operational excellence across our donor database and integrated systems. Responsibilities include overseeing the accuracy, efficiency, and confidentiality of all data related to donor contributions and fundraising activities. This role works closely with the Fund Development team to implement fundraising campaigns and provide data analytics.

Responsibilities:

- Oversee donor database and integrated systems (Raiser's Edge, Omatic, Mailchimp, etc), including data system security, integrity, system maintenance, interconnectivity, data clean-up, and user accounts, settings and related security policies.
- Manage the import and export of data files for direct mail, telemarketing and email marketing campaigns, special initiatives, and ad-hoc requests, ensuring accuracy in all data related analysis and reporting.
- Create and run requested queries, data reports, analysis and/or data files in a timely manner, including analysis of data reports.
- Develop reports to identify, spot and interpret trends and make recommendations for adjusting strategies to improve performance.
- Monitor Monthly Donor program, identifying uncollectable and missed transactions.
- Build program dashboards to assist staff in measuring and monitoring performance objectives.
- Manage automatic transaction emails, workflows, and donation pages.
- Support internal monthly donor reactivation campaign (data pull, Call Hub set up, Letter lists, coordination) with team, and provides campaign analysis.
- Oversee and update policies and procedures for database systems to ensure consistent practices for data input and gift processing.
- Train and coach team members database use (e.g. gift coding, structure and available insights) to ensure consistency and accuracy of data entry.
- Support the Fund Development team with complex donor transaction issues.
- Manage outside vendors and IT support, if necessary.
- Oversee and maintain email Audience lists in Mailchimp and RE NXT.
- Other projects and support on as needed basis.

Qualifications

- University degree, college diploma, or equivalent relevant training
- At least three years' experience working with Raiser's Edge database management software, BBMS, Omatic, Mailchimp or equivalent
- Excellent analytical skills with strong attention to detail

- Able to identify issues with a solutions-oriented approach
- Interest in learning new skills, techniques, processes, and developing efficiencies
- Superior organizational and time management skills with the ability to handle multiple projects independently
- Excellent communication (written and oral) and coaching skills, including the ability to communicate complex issues in a way that is concise, professional, and easily understood
- Proven capacity to work both in a self-directed manner and collaboratively in a team atmosphere
- High proficiency using computer applications, in particular Office 365 and Microsoft Excel
- Experience working directly with supporters and donors is an asset
- Fundraising experience in non-profit advocacy or charitable organization is an asset
- French language proficiency is an asset.

Position Details

- Full time, permanent
- Hybrid work policy currently in effect (Note: office is on 3rd floor with no elevator).
- Generous vacation package
- Health and dental benefits package
- Hiring range: \$63,000 - \$69,000 annually

Please submit a cover letter and resume in Word or PDF with the position title in the subject line by email to fcadmin@friends.ca by 5:00 pm Eastern Time, November 15, 2024.

Applications will be considered on a rolling basis. We thank all candidates for your interest but only those selected for an interview will be contacted.

About Friends of Canadian Media

Friends of Canadian Media is a non-profit, non-partisan advocacy organization that stands up for Canadian voices in Canadian media – from public broadcasting to news, entertainment, culture, and online civil discourse, we work to protect and defend Canada’s rich cultural sovereignty and the healthy democracy it sustains.