



## **MANAGER, FUNDRAISING INSIGHTS & ANALYTICS**

Toronto / Full-Time, Permanent

This role involves remote/work from home with a requirement for a minimum of two (2) days per week working onsite and may be subject to change as the organization works through its hybrid workforce plan and/or changing needs of the Foundation. We care about our team and community and are aligned with CAMH's health and safety practices.

### **ABOUT CAMH FOUNDATION**

Hi! I'm Anthony Joseph, Director of Business Intelligence. I've spent the last two years with CAMH Foundation watching the company and the cause grow significantly. I am driven by working for a meaningful cause, with an exceptional team, and doing the job I love.

At CAMH Foundation, we are dedicated to transforming the mental health landscape through innovative fundraising strategies and community engagement. As we continue to expand our impact, we are seeking a passionate and results-driven individual to join our Operations Team as the Manager of Fundraising Insights & Analytics.

In this pivotal role, you will be leveraging data and marketing insights to inspire and drive strategic initiatives. If you're a collaborative team player with a "roll up your sleeves" mentality and a knack for using data to inform decision-making, we want to hear from you!

As the Manager, you will be at the forefront of our efforts to enhance donor engagement and optimize fundraising strategies. You will have the opportunity to work closely with product leads to design impactful campaigns, analyze performance metrics, and implement innovative solutions that maximize our resources and drive sustainable growth.

I invite you to join me for a conversation about your interest in CAMH, have the chance to meet members of our incredible team, and tell me more about how your career aspirations align with our bold journey to create a world where mental health is health.

The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health teaching hospital and one of the world's leading research centres in its field. With a dedicated staff of more than 3,000 physicians, clinicians, researchers, educators and support staff, CAMH offers outstanding clinical care to more than 34,000 patients each year. The organization conducts ground-breaking research, provides expert training to health care professionals and scientists, develops innovative health promotion and prevention strategies, and advocates on public policy issues at all levels of government.

CAMH Foundation is charged with raising and stewarding funds in support of CAMH. Its role is to help transform the way we understand and address mental illness by raising awareness and increasing engagement across the country. Generous and dedicated supporters help CAMH advance discovery and innovation, build spaces that promote recovery, and break down the stigma of mental illness.

With a vision to inspire philanthropy to solve the greatest mental health challenges of our time, the Operations team is responsible for ensuring the smooth administration and management of funds and implement processes and systems to support the organization. As members of the team, we are committed to a positive and safe work environment where we support, listen and learn from each other and be accountable to our many key stakeholders.

### **THE OPPORTUNITY:**

The Manager, Fundraising Insights & Analytics will play a pivotal role in the Operations Team as they partner with product leads from the Direct & Digital Fundraising Team and wider Marketing & Donor Experience Team to develop strategy and inspire innovation through data, audience analysis, and market insights. The Manager will work to improve the overall targeting, conversion, response, renewal, retention, gifts, gift frequency, average gift, revenue per donor, and donor lifetime value across all mass fundraising streams through advanced data and analytics strategies. They will ensure our marketing operations and processes set us up for success and enable continuous improvement and maximize use of resources.

Reporting to the Director, Business Intelligence the individual who fills this position will be a strong team player and collaborator, working to support the Direct & Digital Fundraising Team. The ideal candidate will have a 'roll up their sleeves' attitude as the expectation is that they will lean in as a doer, in addition to project manager or leader. The Manager will act as a conduit between the Operations and Direct & Digital Fundraising team, bringing forth insights, analytics, and resources that allow the Direct & Digital Fundraising team to make data-driven decisions that help them reach their goals.

### **KEY RESPONSIBILITIES:**

#### Segment Fundraising Strategy:

- Work closely with Direct & Digital Fundraising product leads to design, implement, manage, test, and optimize campaign targeting through effective segmentation to improve results and ROI.
- Collaborate with team members to understand business objectives, facilitate data and technical requirements gathering, and develop segmentation strategies aligned with mass fundraising objectives.
- Develop new or leverage existing reports and dashboards to evaluate performance of mass audiences, and movement between segments.
- Support, design and implement segment testing requirements and execution for channels such as email, web, social, landing pages, and other lead segments.

#### Analytics, Reporting & Insights:

- Regularly present insights from dashboards/reports to Direct & Digital Fundraising team, and broader Marketing & Donor Experience team, in meetings and through email, with

recommendations for continuous improvement.

- Support product leads in conducting post-campaign analysis by reviewing results, informing documents, presenting insights, and actioning recommendations for continuous improvement.
- Review campaign reports from vendors and provide recommendations.
- Enable the Direct & Digital Fundraising team in measuring the effectiveness of integrated marketing campaigns across all channels, leveraging external and internal benchmarking where applicable.
- Delve into existing mass and mid-level segment (<\$10,000) by analyzing sub-audiences to extract insights, with the goal to improve efficiency and effectiveness in marketing and fundraising efforts.
- Analyze donor and constituent data, uncover actionable insights, identify new segments, and optimize existing segments based on behavior, demographics, and other relevant factors.
- Manage the development and implementation of predictive models to forecast donor behavior and preferences for mass fundraising streams.
- Establish and measure the Direct & Digital Fundraising team's contribution to the donor pipeline.
- Support product leads with data-driven budgeting, forecasting, and planning.
- Lead and coordinate annual analysis of primary fundraising channels; identifying and sharing opportunities to advance shared goals.
- Establish and measure target donor acquisition costs to customer lifetime value, bytactic.
- Track and share external marketing / fundraising trends and insights with broaderteam.

#### Marketing Data Stewardship & Optimize Marketing Technology:

- Help document processes across marketing that facilitate efficiency, effectiveness, and accurate data collection and selection for fundraising purposes.
- Review data quality across key dimensions that Foundation uses to evaluate its marketing performance and identify root causes of issues and address systematically with improved processes.
- Maintain knowledge of existing core tools (Raiser's Edge, Google Analytics, Luminate Online, QlikSense) and work with the Operations team to ensure they are configured to support goals.
- Work with the Operations and Marketing teams to ensure new tools are configured to meet Marketing & Donor
- Support the Marketing & Donor Experience Team in introducing new tools, including providing training, writing documentation and sharing feedback on behalf of the team.
- Support the Marketing & Donor Experience team in introducing new tools, including providing training, writing documentation, and sharing feedback on behalf of the team.
- Elicit requirements for any new Marketing business needs then work with the Marketing and Operations teams to identify, select and implement new marketing technology that can enable the Foundation to grow faster and more efficiently.

#### Cross Department Collaboration

- Work collaboratively with various cross-departmental staff on analytics and data projects to assist with the ongoing development of organizational systems, policies and processes that

support effective data driven decision making.

- Assist in identifying professional development opportunities, networks, and conferences for ongoing organizational development.

#### **WHAT YOU'LL BRING TO THE TEAM**

- Undergraduate degree in Nonprofit Management, Fundraising, Business, Marketing, or related field.
- Minimum of 5 years with mix of experience in marketing or fundraising operations, business analysis, data analytics or related field.; with a strategic focus on segmentation, donor targeting, marketing data management, audience mapping/planning/predictive experience, preferably in the not-for-profit sector.
- Demonstrated leadership; successfully leading peers teams to implement change.
- Project management skills, familiar with project management methodology; ability to develop and manage complex, tactical projects efficiently and to great efficacy.
- Expertise in eliciting requirements (data, report, system, software) from non-technical staff and recording requirements in a manner that makes sense to technical staff.
- Expertise in non-profit online fundraising and CRM software and tools, such as Blackbaud (Convio), Luminate Online, and Raisers Edge. Familiarity with PowerBI and project management tools is a strong asset.
- Knowledge of statistical methods to analyze and interpret fundraising data.
- Skilled at manipulating data; leveraging BI tools or advanced Microsoft Excel – and leveraging to visualize data. Proficiency in tools like Tableau, Power BI, or Google Data Studio to create clear and actionable visualizations and dashboards.
- Skilled in developing and interpreting predictive models to forecast fundraising outcomes.
- Curious about what motivates people to action and passionate about finding ways to make it easy for them to do so.
- Excellent written and oral communication skills, with ability to tell a compelling story through data visualization.
- Proven ability to build and sustain strong working relationships with colleagues and key stakeholders at all levels, and across various teams.
- Demonstrated ability to handle multiple priorities and be self-motivated in a very high pressure, fast paced and demanding work environment is required.
- Able to navigate complex organizational dynamics.
- Hands on experience with Google Analytics and conversion tracking an asset.
- Proficient in the use of all corporate productivity tools including Excel, Word, PowerPoint, MS Teams as well as Raiser's Edge or other donor database management systems.

Don't sweat it if you don't have everything listed above. We believe in growth and curiosity. If you have some of these qualities and believe this is the position that will make you excited to come into work every day, then we want to hear from you!

**Salary Range:** \$90,176.50 to \$103,968.20 annually

CAMH Foundation is an equal-opportunity employer. We are committed to providing reasonable accommodations and will work with you to meet your needs. If you are a person with a disability and require assistance during the application process, please don't hesitate to reach out at

HR.Foundation@camh.ca. We celebrate our inclusive work environment and welcome members of all backgrounds and perspectives to apply.

Our North Star is creating hope and improving outcomes for people facing mental illness. We work in respectful partnerships with each other and our hospital partners to inspire philanthropy and raise awareness in support of mental health.

To apply: Please submit your cover letter and résumé by 5PM EST on Monday, October 28, 2024.

**CAMH is a Tobacco-Free Organization.**

**CAMH is fully affiliated with the University of Toronto and is a teaching hospital and research institute. As a CAMH employee, you will be expected to actively support CAMH's teaching and research activities, in addition to supporting the clinical work of the hospital.**

**At CAMH, we strive to be an equitable and inclusive employer. Our commitment to equity is grounded in an institution-wide commitment to achieving a working, teaching, and learning environment that is free of discrimination and harassment.**

**CAMH actively seeks candidates from First Nations, Métis and Inuit, racialized and LGBTQ2S+ communities, women, and people with disabilities (including people who have experienced mental health and substance use challenges).**

**We encourage people from all backgrounds to apply to our positions.**

**We thank all applicants for their interest, however, only those selected for an interview will be contacted. Please inform us if you require accommodations during the interview process.**