

## Employment Opportunity

### Digital Fundraising Officer – Development Department

#### **About the TSO**

For over a century, the **Toronto Symphony Orchestra (TSO)** has played a fundamental role in shaping and celebrating Canadian culture. Now in our 102nd year, the TSO's commitment to musical excellence and ability to spark connection remain as strong as ever. With a storied history of acclaimed concerts and recordings, Canadian and international tours, and impactful community partnerships, we are dedicated to engaging and enriching local and national communities through vibrant musical experiences.

Music Director Gustavo Gimeno brings an expansive artistic vision, intellectual curiosity, and sense of adventure to programming the 93-musician Orchestra that serves Toronto—one of the world's most diverse cities. The TSO performs over 100 concerts annually, offering a variety of programming from the classical to music composed in our time.

Music has the power to heal, inspire, and connect people from all walks of life. The TSO is privileged to also engage audiences of all ages through an array of education, community access and health and wellness initiatives, primarily funded by philanthropy.

Join us for a [concert at Roy Thomson Hall](#), or [experience the TSO in your neighbourhood](#). Visit [TSO.CA](#) or [newsroom.tso.ca](#).

#### **About the Opportunity**

**Title:** Digital Fundraising Officer

**Reports To:** Director of Annual Giving

**Status:** Permanent Full-time

**Compensation:** \$55,000 - \$68,000 competitive benefits and vacation

Are you a strategic and innovative digital marketer with a talent for writing compelling content that inspires action? Do you thrive on building meaningful donor connections in the digital space, crafting engaging email communications, and using data-driven insights to enhance fundraising success?

The TSO is seeking a Digital Fundraising Officer to write, design, build, and deploy digital fundraising communications. You'll play a key role in acquiring and retaining donors through strategic, data-driven digital engagement while ensuring email campaigns are compelling, well-executed, and aligned with fundraising goals.

You'll have the opportunity to develop innovative creative, test new ideas, and apply best practices in a collaborative, flexible work environment that values both independent thinking and teamwork.

If you're passionate about digital storytelling, persuasive writing, and executing high-performing email campaigns that engage supporters to enrich lives through music, we'd love to hear from you!

### **Position Summary:**

**The Digital Fundraising Officer is responsible for creating and executing revenue-generating digital communications for the Friends and Impresarios Club giving portfolios (gifts of \$1 - \$2,499), and supporting additional digital fundraising tactics across the Development team.**

### **Major Duties and Responsibilities:**

#### **Email Communications: (40%)**

- Write copy and source appropriate content and creative assets for Friends, Impresarios Club and select Maestro's Club communications, including text copy, testimonials, spokesperson quotes, photography, etc. Build and deploy Mass emails for the Annual Fund and other Development portfolios (Major Gifts Campaigns, Corporate, Legacy Giving, etc.).
- Execute and optimize email marketing campaigns, including donor journeys and enhanced email user experiences.
- Gather and socialize Development data from email event communications such as RSVPs and donor survey results

#### **Analytics & Reporting: (30%)**

- Track and report on key performance indicators (KPIs) for email marketing and digital campaigns, including revenue, appeal response and engagement rates, and audience segment behaviour.
- Use analytics to refine messaging, segmentation, and targeting strategies, ensuring continuous optimization of donor engagement and acquisition efforts.
- Monitor and analyze Google Analytics dashboards, tracking key engagement and conversion metrics to assess web performance, donor behavior, and campaign effectiveness.
- Develop data-driven recommendations based on GA4 insights to refine digital fundraising strategies, optimize donor engagement, and improve ROI.
- Prepare and maintain detailed revenue progress reports for all Annual Giving Direct Response channels, highlighting performance against KPIs and identifying areas for improvement.

- Monitor and track the Annual Giving expense budget, ensuring alignment with fundraising goals and financial targets. Provide regular updates to the Director, Annual Giving on spending and budget utilization.

#### **Project Management: (15%)**

- Develop project timelines, track progress, ensure deadlines are met, and communicate updates to project stakeholders to support Annual Giving Direct Response channels.
- Identify and mitigate risks or challenges that could impact project outcomes, ensuring smooth execution of campaigns and initiatives
- Monitor tribute giving and ticket donations, reporting on revenue and recommending actions to maximize subsequent giving
- Coordinate cross-functional collaboration with Development, Marketing, and Development Operations teams to align on campaign and communications objectives and deliverables.

#### **Strategic Collaboration: (10%)**

- Work closely with the Development Operations team to ensure donor data is up to date, segmented appropriately, and aligned with campaign objectives.
- Participate with the Director of Annual Giving and the Development team in the planning, strategy, and evaluation of Annual Giving programs.
- Provide input on creative strategies for digital fundraising and engagement initiatives.

#### **General Responsibilities: (5%)**

- Act as a TSO representative at performances, TSO events, and donor events to foster relationships with donors and supporters.
- Other duties as assigned to support the Development team and organizational priorities.

#### **Experience & Qualifications:**

- Post-secondary education in fundraising, marketing, online marketing / e-commerce, or an equivalent combination of education, training, and experience.
- 3 or more years of experience in email marketing and digital management, including developing and executing email campaigns, creating automated journeys, and optimizing user experience.
- Exceptional writing skills: able to determine the most important information to share with patrons to increase conversion
- Proven experience with email marketing platforms such as Wordfly, Mailchimp, or Constant Contact.
- Demonstrated success in acquisition, conversion and retention strategies, including writing high-impact content and developing targeted appeals for diverse audiences.

- Strong analytical and reporting skills, with experience tracking KPIs, interpreting campaign performance, and improving ROI using tools like Google Analytics (including GA4).
- Proven ability to manage multiple projects simultaneously, developing clear timelines, and meeting deadlines in a high-volume environment.
- Experience collaborating with cross-functional teams to align objectives, deliverables, and data strategies.
- Advanced proficiency with PC tools, including MS Office and Google Suite.
- Excellent organizational, time management, communication, and interpersonal skills.
- Detail-oriented and resourceful; able to work independently while contributing to a team framework.
- Interest in and knowledge of orchestral music an asset
- Knowledge of CRM systems, audience segmentation, and best practices in data management is an asset.
- Experience working in a non-profit organization is an asset.
- Familiarity with online fundraising platforms, tribute giving management, and donor acknowledgments is an asset.
- Demonstrates personal integrity and adheres to the AFP Fundraising Code of Ethics.

#### **How to Apply:**

**Please go to the TSO website, [www.tso.ca/employment](http://www.tso.ca/employment), and refer to the job posting. Candidates must click on the Apply Button to submit their cover letter and resumé to TSO. TSO will accept candidate submissions until 5:00 p.m. Monday, February 24, 2025.**

**NOTE: Round 1 Interviews will begin the week of March 3, 2025.** The TSO thanks all applicants for their interest, only those applicants selected for an interview will be contacted.

The Toronto Symphony Orchestra is committed to having a workforce that is reflective of the diversity of the City of Toronto and strongly encourages applications from all qualified individuals, especially those who can provide different perspectives and contribute to a further diversification of ideas.

The TSO is committed to providing accommodations for people with disabilities. If you require accommodation, the TSO will work with you to meet your needs.

#### **Working Conditions/Physical Demands:**

- Hybrid work environment - opportunity to work remotely as well as in the office.
- Some activities take place in the concert hall during rehearsals, concerts, and special events). These activities primarily take place at Roy Thomson Hall, but may be hosted at other venues (e.g. Meridian Arts Centre, The Ritz-Carlton, Toronto).
- Employee required to perform concert or event duty on occasional weekends and/or evenings (typically 1.5-2 hour shifts for concert duty, 2-4 times per month)
- Long periods (more than one hour) of sitting and typing at desk and on screen
- Long periods (more than one hour) of standing during events and concert duty

The TSO requires all employees to provide proof of fully vaccinated status, with vaccines approved by Health Canada. A person is considered fully vaccinated if they have completed the required regime for a COVID-19 vaccine and 14 days have passed since their final dose.