

# Senior Manager, Campaign Operations

Position Brief



**Covenant  
House**  
Toronto



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### FOR MORE INFORMATION

KCI Search + Talent is conducting this search on behalf of Covenant House Toronto. For more information about this opportunity, please contact Jill Anderson, Associate Vice President, KCI Search + Talent by email at [SM-CHT@KCI talent.com](mailto:SM-CHT@KCI talent.com).

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and a letter of interest to the email address listed above by **April 21, 2026**.

The salary range for this position is \$83,000 - \$100,000 plus comprehensive benefits.

Covenant House Toronto believes in a workplace culture of inclusion that is welcoming, respectful and safe for all staff. It is critical to Covenant House Toronto's success to eliminate barriers and promote the inclusion of equity groups. Equity groups have been, and continue to be, underrepresented and marginalized in the workforce, leadership roles, and in some specific occupations. Equity groups include but may not be limited to Indigenous persons, racialized people, gender diverse people, 2SLGBTQIA+ people, and people with disabilities.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Covenant House Toronto's Policy on Accommodation, a request for accommodation will be accepted as part of the Covenant House recruitment process. Please advise KCI if you require accommodation throughout the recruitment process.

*This posting is for a current vacancy. Artificial intelligence will not be used to screen resumes or assess candidates in this search.*



## Senior Manager, Campaign Operations

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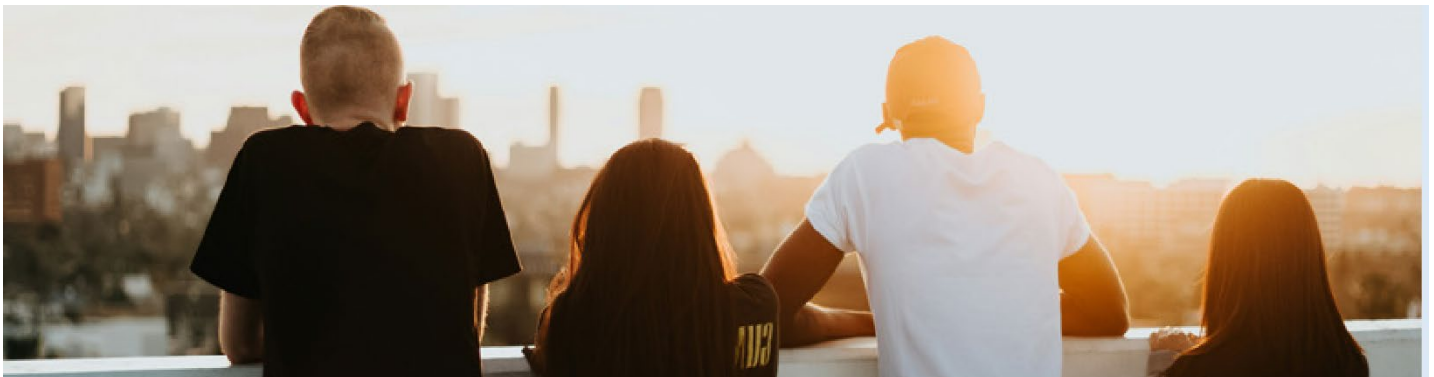
### THE OPPORTUNITY

Covenant House Toronto is seeking a Senior Manager, Campaign Operations to join the team as they embark upon a transformational campaign that will shape the future of the organization and its crucial work, supporting youth who are homeless, trafficked or at risk.

As a strategic and process-oriented fundraising operations professional, the Senior Manager, Campaign Operations (Senior Manager) will play a critical role in the planning, execution and management of a significant redevelopment campaign. Reporting to the Vice President, Campaign (VP), the Senior Manager brings experience from a major gift and/or campaign fundraising environment and will use their skills to develop and coordinate complex workplans, manage campaign and donation budgets, support volunteer and donor engagement, and ensure systems, processes and information are well organized and reliable.

As a highly analytical systems-oriented professional, the Senior Manager will be proficient with CRM platforms and able to leverage technology in day-to-day campaign operations. With exceptional organizational skills, the Senior Manager will work collaboratively with the VP and other fundraising colleagues to support the campaign cabinet and prospect activity (preparing materials, managing information flow, and ensuring clear follow-up on decisions and action items). Responsible for overseeing stewardship planning, managing campaign and donation budgets, and maintaining detailed workback plans, dashboards and spreadsheets, the Senior Manager will support effective decision making and drive strong project management. With a forward-looking and strategic mindset, the Senior Manager will anticipate needs, plan ahead and ensure the operational foundation is in place to support a successful campaign.

*Covenant House Toronto currently offers a hybrid work model, alternating with two days in the office one week and three days in the office the next, located at 20 Gerrard Street East, Toronto.*



## ABOUT COVENANT HOUSE TORONTO

Covenant House helps youth ignite their potential and reclaim their lives. As Canada's largest agency serving youth who are homeless, trafficked or at risk, we offer the widest range of services to hundreds of young people every day.

More than a place to stay, we provide life-changing care with unconditional love and respect. We meet youth's immediate needs and then we work together to achieve their future goals. We offer 24/7 crisis shelter, transitional housing options on-site and in the community, health and well-being support, training and skill development, and ongoing care once youth move into the community.

For over 40 years, Covenant House has been dedicated to its mission of serving youth on the street and to protect and safeguard all youth with absolute respect and unconditional love. Since 1982, Covenant House has supported more than 100,000 young people.

## MISSION & VISION

**Our mission** is to serve children and youth on the street and to protect and safeguard all children and youth with absolute respect and unconditional love.

**Our vision** is to lead change that supports and empowers youth who are homeless, trafficked or at risk to pursue a life of wellness and opportunity.

## We believe in youth

At Covenant House, we believe that every young person:

- Deserves an equal chance for a promising future, free from homelessness or sex trafficking.
- Has the right to shelter, food, clothing, emotional support and safety.
- Is resilient and deserves the opportunity to heal from trauma and realize their full potential.
- Can chart their own path to independence.
- Thrives in healthy relationships, with strong community and stable social connections.



## OUR PRINCIPLES

### Immediacy

We welcome all youth without judgment or conditions, meeting their immediate basic needs of food, clothing, medical attention, and a safe place to sleep, at no cost.

### Sanctuary

We acknowledge the bravery it takes for young people to walk through our doors. We offer them a welcoming and safe environment based on absolute respect, unconditional love, and relentless support, where we believe in and encourage their resilience.

### Value Communication

We value authentic relationships, honour the voice of our youth, and model caring relationships based on trust, respect, and honesty.

### Structure

We provide stability and consistency for young people to pursue their great promise.

### Choice

We honour that young people hold the power to their story. Through relentless engagement, we foster confidence and encourage them to believe in themselves and make informed choices about their lives.



## FIVE STRATEGIC PRIORITIES (2023 - 2027)

### Shelter & Emergency Services

Our shelter and emergency services help youth regain control over their lives by moving them out of survival mode and directing their focus to the future. We will redevelop our main site, with greater capacity and updated spaces for the shelter and program areas. We will continue to expand, enhance and deliver evidence-based programs and services, using the best, most current and promising practices that meet the increasingly complex needs of youth.



#### Shelter & Emergency Services

Reimagine the shelter and emergency services to produce the best outcomes for youth

### Transition, Community Housing & Supports

Stable housing is critical to all health outcomes and a vital component of solving homelessness and supporting young people in leaving trafficking. We will engage in partnerships and advocacy to increase options and access to housing and supports for young people. We will expand and deliver best practices and evidence-based programs and services to help young people better transition from shelter to the community.



#### Transition, Community Housing & Supports

Ensure young people remain stably housed and thrive with housing and supports



## Prevention

**Work upstream to prevent more youth from experiencing homelessness and sex trafficking**



## People & Workplace

**Create an innovative and mission-focused workplace and become an employer of choice**

## Equity, Diversity & Inclusion (EDI)

**Build an equitable, diverse and inclusive organization that fosters a sense of belonging for all staff and youth**

## Prevention

Prevention is key to stopping youth homelessness and trafficking before they begin. We will pilot and implement upstream prevention and intervention programs and expand our community awareness and education initiatives to address the needs of young people before there is a crisis, preventing them from ever experiencing homelessness or trafficking.

## People & Workplace

Our staff and volunteers are passionate about our work and committed to helping the young people who come to us achieve their goals. We want to build on this strong foundation to ensure that Covenant House is a place where our people feel valued and supported to make meaningful contributions.

## Equity, Diversity & Inclusion (EDI)

Nurturing equity, diversity and inclusion for youth, staff, senior leadership, volunteers and the Board is a top priority for our agency. We will implement an EDI strategy that starts with better understanding the current state of the agency and advancing practices that acknowledge and address areas for improvement.

## We Offer 24-7 Care

The needs of the hundreds of youth coming through our doors daily are met with a high ratio of care and strong staff expertise. With over 435 employees in a diverse range of roles, we're able to run vital programming throughout the day and offer drop-in centre hours seven days a week.

Our staff are also out in the community, supporting and building one-on-one relationships with youth, advocating for change and delivering important awareness, prevention and early intervention programs.

No matter what role they fill at Covenant House, employees are known for their specialized expertise, professionalism and compassion for the youth we serve.



## Our Facilities

Located in the heart of Toronto, Covenant House occupies 100,000 square feet of space that offers youth ages 16 to 24 essential services.

Young people are welcome to drop in, get a bite to eat, do a load of laundry, get medical care or stay the night in our 96-bed shelter. Everyone who walks through the door is connected with a youth worker who will help them get the support they need, access the right services and make a personalized plan to gain control of their life.

## We are Part of an International Network

Covenant House is an internationally recognized childcare agency with “houses” in 34 cities in Canada (Toronto and Vancouver), the U.S. and Latin America.

## Who We Help:

The youth we serve are as diverse as our community. Just like everyone else, they have hopes, dreams and the right to a bright future. The odds may seem stacked against them, but thousands of youths have found a path forward through the programs and services we provide, thanks to your donations.



## A Snapshot of our Youth:

**49%**

left home before they turned 18<sup>1</sup>.

**59%**

come from average to upper-income households<sup>2</sup>.

**30%**

have experience with the child welfare system<sup>3</sup>.

**35%**

of trafficking victims are under 18 years old<sup>4</sup>.

## They have much to overcome

- 51% say that abuse contributed to leaving home <sup>5</sup>
- 23% were diagnosed with a long-term physical health issue or disability <sup>6</sup>
- 61% of trafficking victims reported immediate health concerns <sup>7</sup>
- 81% of trafficking victims reported issues with mental health <sup>8</sup>

[Click here to view endnotes.](#)

## By the numbers

**More than  
111,000 young  
people  
supported  
since 1982.**

**24-7 support,  
with daily  
programming  
for youth.**

**455 person  
staff team  
ensures  
youth receive  
a high ratio of  
care.**

**70% privately  
funded  
through  
donations.**

### They all have potential

Our youth are resilient and have hope for a better future. They just need help getting there. Many have never felt a sense of control over themselves or their future.

We help them move forward and regain their feeling of power.

### BOARD OF DIRECTORS

- Jordan Eizenga, Chair
- Sue-Lynn Noel, Vice Chair
- Jeff Fan, Secretary/Treasurer
- Susan Paterson, Past Chair
- Virginia Cirocco
- Myron Demkiw
- Brad Dickie
- Toni Ferrari
- Cheryl Fullerton
- Natia Lemay
- Janet Mason
- David Matheson
- Kathy Parker
- Colleen Russell-Rawlins
- Mag Stewart
- Cindy Tripp

### ADDITIONAL INFORMATION

- [About Us](#)
- [The Problem](#)
- [Our Solution](#)
- [Leadership](#)
- [Our Impact](#)
- [Strategic Plan 2023 - 2027](#)
- [2025 Impact Report](#)
- [2025 Financial Report](#)
- [How to Help](#)
- [News & Stories](#)
- [Traffic Stop](#)

## KEY DUTIES & RESPONSIBILITIES

### **Campaign Operations & Planning – 30%**

- Support planning and execution of the campaign strategy by developing and managing the operational workflow, overseeing the execution of the campaign plan, coordinating milestones and deadlines, and facilitating effective information flow to key audiences and across campaign activities in alignment with fundraising goals and timelines.
- Lead campaign financial forecasting and analysis, track projections, monitor performance, and provide accurate reporting to support informed decision-making.
- Develop and maintain detailed workback plans, timelines, and project plans to ensure campaign milestones are met.
- Proactively anticipate and identify risks, opportunities, and adjustments needed to support timely, effective execution of the campaign plan.
- Develop and maintain dashboards and tracking tools to support campaign performance and progress monitoring by leveraging technology and systems.
- Contribute analytical insight and operational perspective to campaign strategy discussions.

### **Campaign Cabinet & Prospect Management Support – 30%**

- Support senior leaders, campaign cabinet, and volunteer leadership by preparing briefing materials, presentations, and meeting agendas, attending meetings to capture notes, decisions, and action items, and ensuring timely follow-up.
- Work closely with the Vice President to manage the flow of information between volunteers, leadership, and the fundraising team.
- Develop and distribute volunteer and prospect pipeline information to inform engagement strategies and decision-making.
- Lead collaborative pipeline management with Development colleagues recommending prospect assignments, shaping prospect cultivation strategies, and ensuring high-quality briefing materials for volunteers and senior leaders.
- Support gift administration of large and complex donations, including tracking budgets, payment schedules, and stewardship related costs.
- Ensure timely delivery of campaign content and collateral, tracking approvals, revisions, and distribution.

### **Internal and External Stakeholder Coordination – 15%**

- Collaborate with the Leadership Team, Finance and building redevelopment colleagues to provide campaign updates, review priorities, align on strategy, and monitor financial projections.
- Work closely with the Development & Communications team to coordinate prospect activity, campaign materials, calendars, and stewardship strategies and activities.
- Support Board Members and Campaign Volunteers by preparing briefing materials, facilitating meeting preparation, and assisting with volunteer-led fundraising initiatives.
- Collaborate with staff, partners, and vendors, sharing campaign knowledge, clarifying expectations, and ensuring strong proactive coordination across teams throughout the campaign.

- Support ongoing communication and training activities to ensure all Covenant House Toronto staff and volunteers are inspired, informed, and fully equipped to advance the campaign’s vision and priorities.

### **Capital Project & Redevelopment Coordination – 10%**

- Oversee campaign-related recognition and signage, including physical and digital elements, in alignment with brand and stewardship standards.
- Liaise with the building redevelopment team, aligning construction timelines, project scope, and budgets.
- Monitor and manage campaign-related budgets, including tracking expenses, forecasting costs, and ensuring financial accountability, while communicating updates with internal and external stakeholders to ensure alignment between fundraising and the redevelopment team.

### **Campaign Stewardship & Recognition - 10%**

- Support the development and implementation of donor recognition policies and practices, ensuring consistency across the campaign and in alignment with existing organizational policies and practices.
- In partnership with the Stewardship Team, implement tiered and personalized stewardship activities to deliver thoughtful, consistent, and meaningful donor and volunteer experiences.
- Ensure stewardship plans are tracked and aligned with campaign strategy and donor expectations.

### **Campaign Communications – 5%**

- Coordinate the flow of campaign communications and materials, including design, video, and written content.
- Manage the communications calendar and sequencing major announcements.



## QUALIFICATIONS & EXPERIENCE

- Progressive experience working in a fundraising environment, with experience with major gift and/or capital campaign fundraising (campaign operational experience is an asset but not required).
- Deeply collaborative working style and able to build authentic relationships, working across departments.
- Experience supporting stewardship and administration of major and/or campaign gifts, including tracking commitments, coordinating recognition, and ensuring timely follow-up.
- Highly analytical and detail-oriented, with strong numerical aptitude and advanced spreadsheet skills.
- Systems-oriented, with a high level of comfort using technology, databases, and reporting tools, including Copilot, Power BI reports and experience using Raisers Edge NXT considered a strong asset.
- Proven ability to analyze donor data and develop effective prospect strategies to support fundraising goals.
- Demonstrated experience collaborating to develop and execute donor and prospect cultivation strategies that advance relationships.
- Proven ability to manage information flow, documentation, and follow-up across multiple stakeholders, with strong organizational and project management skills and the ability to manage competing priorities in a complex environment.
- Creative and solutions-oriented thinker, able to develop innovative approaches and bring new ideas to strengthen campaign activities.
- Experience supporting senior leaders and volunteer committees or groups.
- Strong written and verbal communication skills, including the ability to prepare clear, well-organized reports for leadership and volunteers.
- Professional, discreet, and trustworthy, with the ability to handle sensitive information with care.
- Bachelor's degree and/or relevant combination of education and experience.

## LEADERSHIP BIOGRAPHIES

### Josie do Rego, Chief Development and Marketing Officer



Josie do Rego is a seasoned fundraising and marketing executive with over 40 years of experience in the charitable sector, working in health-focused organizations and those serving vulnerable populations. For the past two decades, Josie has served as Chief Development and Marketing Officer at Covenant House, where she has led transformative growth in both revenue and organizational impact.

Under her leadership, the fundraising, marketing, and corporate communications teams expanded from 8 to over 50 professionals, generating nearly \$40 million annually, accounting for more than 70% of Covenant House's operating budget. Josie's strategic vision and commitment to excellence have driven sustainable revenue growth, even in the face of economic and social challenges.

Her work has significantly elevated Covenant House's public profile, increasing awareness and strengthening its reputation amongst the general public and across key stakeholder groups. As a result, the organization has been able to meet rising demands for services while maintaining a strong foundation for future growth.

Josie is widely recognized for her ability to build high-performing teams, foster innovation, and align mission-driven storytelling with measurable fundraising outcomes.

### Beth Weintrop, Vice President, Campaign



Beth Weintrop is a skilled fundraising leader with over 20 years experience across a variety of sectors. Beth is pleased to have joined Covenant House Toronto as Vice President, Campaign to lead a transformation redevelopment campaign. Beth previously held senior advancement roles at the University of Toronto and has worked with SickKids Foundation, the Nature Conservancy of Canada, MakeWay (formerly Tides Canada), Mount Sinai Hospital Foundation, and Scotiabank's philanthropy team. She has secured transformational gifts across priorities that include land conservation, international partnerships, and climate and sustainability.

Beth holds an Honours BA from York University and completed the Income Managers Program at the University of Waterloo.

She is committed to strong governance in the charitable sector and has volunteered with Imagine Canada for more than a decade.