



## POSITION PROFILE

# Senior Manager, Mid-Level & Direct Response Baycrest Foundation



## Position Overview



<b>Organization:</b>	<b><u>Baycrest Foundation</u></b>
<b>Title:</b>	Senior Manager, Mid-Level and Direct Response
<b>Reports To:</b>	Chief Development Officer
<b>Team:</b>	Two
<b>Location:</b>	Hybrid. Minimum 3x a week in office (subject to change). When in office: 3560 Bathurst Street, Toronto.
<b>Compensation:</b>	\$111,580 to 139,475 plus comprehensive benefits (including HOOPP), and vacation package. Compensation will be determined commensurate with experience.
<b>Use of AI:</b>	AI is not currently utilized in the hiring process to screen or assess candidates.

## Is This You?



You believe fundraising is about building lasting relationships that fuel meaningful impact. The idea of advancing work in aging, brain health, research, care and education doesn't just interest you, it motivates you.

You're both a strategist and an executor. You can see the full donor journey—from first touchpoint to long-term commitment—and know how to design thoughtful, data-informed campaigns that move people to act. Multi-channel fundraising isn't a buzzword to you; it's a craft you've honed across digital and print, with results you can stand behind.

You're energized by growing participation, deepening engagement and increasing revenue—while never losing sight of the donor experience. Segmentation, testing and optimization are second nature, but so is storytelling that resonates.

You lead with intention. Whether managing a small team or collaborating across functions, you create clarity, accountability and momentum. You're as comfortable rolling up your sleeves as you are setting direction.

You understand the power of a strong pipeline and take pride in moving donors along a continuum—building trust, strengthening connection and unlocking greater philanthropic potential over time.

If you're driven by impact, grounded in strategy and motivated by the opportunity to elevate both people and performance—this might be exactly where you belong.

## The Organization



As the fundraising arm of Baycrest, the Foundation helps fund breakthrough research into cognition, Alzheimer's disease, dementia and aging brain health; clinical programs and services for older adults living in their community; and education that supports healthy aging and healthcare solutions for a growing aging population.

Thanks to generous donors, the Foundation is able to meet the varied needs of Baycrest, where government funding does not cover them.

### Mission

To advance aging-related cognitive, emotional and physical wellbeing as an exemplary healthcare provider for older persons. We strive to deliver transformative research, care, innovation and education in aging and brain health.

### Vision

A world where every older person lives with purpose, fulfilment and dignity.

**Goal 1:** Deliver innovative health care for older persons in the community.

- Design, test and introduce specialized healthcare and wellness services through innovative approaches and strategic partnerships in the local community and across the province.

**Goal 2:** Provide global leadership in Dementia

- Provide new insights that advance prevention, detection, treatments and care approaches through research, innovation and education.

**Goal 3:** Redefine the residential living experience for older persons

- Provide sector leadership through the introduction of transformative social, recreational and wellness programs and best-in-class healthcare services in all Baycrest congregate residential settings locally, nationally and globally.

**Goal 4:** Be a leading voice in advancing the lives of older persons

- Raise societal awareness and influence public policies that enhance the wellbeing of the world’s aging population, enabling older persons to explore their possibilities and live with purpose, fulfilment and dignity.

**Baycrest Values**

Founded by the Jewish community and guided by the principles embedded within their heritage and culture, Baycrest is committed to pursuing its mission and achieving its vision through its values, I.C.A.R.E.:

**Inclusive:** They promise a workplace culture that welcomes and appreciates everyone equally and without discrimination or judgement.

**Collaborative:** They focus on teamwork and nurture the cooperation of internal and external partners to maximize their collective strengths.

**Ambitious:** They are driven by relentless curiosity and an imperative to challenge the status quo by making bold choices, learning from failure and celebrating success.

**Respectful:** They treat everyone with compassion, professionalism and kindness, and believe each person is unique with intrinsic dignity and worth.

**Excellent:** They are committed to excellence in everything they do by fostering a culture of continuous improvement.

**The Position**



Baycrest Foundation raises philanthropic support to advance Baycrest’s mission in aging, brain health, research, care and education. The Major Gifts and Campaign team secures transformational support from individuals, corporations, and foundations to

advance strategic priorities and the fundraising campaign.

Reporting to the Chief Development Officer, the **Senior Manager, Mid-Level & Direct Response** leads multi-channel fundraising programs aimed at donors giving at mass and mid-level ranges through direct response channels. The role manages a team of two staff, oversees the strategy and execution of digital and print campaigns, develops segmented donor journeys and collaborates across the Foundation to grow participation, retention and revenue. This role plays a critical part in advancing donor pipeline development and strengthening long-term philanthropic relationships.

### Why Baycrest?

Baycrest puts people first, offering rewards and programs to support your health, well-being and growth. *(Eligibility varies by role and employment status.)*

- Competitive pay
- Extended health and dental coverage
- Defined-benefit pension plan (HOOPP)
- Paid vacation and statutory holidays
- Maternity and parental leave top-up programs
- Employee and family assistance program (EFAP)
- On-site fitness facilities
- Employee discount program
- Tuition reimbursement

## Key Accountabilities



### Mid-Level Giving Strategy & Donor Portfolio Oversight

- Develop and implement a robust mid-level donor strategy to increase revenue, retention and movement toward major gift readiness.
- Hold and manage a portfolio of mid-level donors.
- Create segmented cultivation, solicitation and stewardship programs tailored to mid-level donors.
- Oversee personalized outreach such as impact touchpoints, upgrade asks and donor engagement opportunities.

- Identify strong prospects for major gift qualification and collaborate with Major Gifts.

### **Direct Response Program Leadership**

- Lead the planning, execution and optimization of direct mail, email, digital fundraising, telephone outreach and multi-channel appeals.
- Manage relationships with external vendors and creative partners for campaign production.
- Ensure consistent messaging, strong storytelling and alignment with Baycrest's case for support.

### **Team Leadership**

- Supervise two direct reports, providing leadership, coaching, mentorship and performance management.
- Set goals, assign workloads and monitor progress to ensure excellence and efficiency.
- Support professional development and foster a culture of innovation and collaboration.

### **Data, Insights & CRM Utilization**

- Use donor analytics, segmentation models and behavioral insights to drive strategy.
- Ensure accurate coding, tracking and reporting of donor interactions, appeals, and results.
- Partner with database and analytics colleagues to ensure data quality and robust reporting.

### **Planning, Budgeting & Performance Management**

- Develop annual operating plans and revenue projections for mid-level and direct response programs.
- Manage budgets, track performance and adjust strategies to meet revenue targets.
- Prepare regular reports and insights for senior leadership.

## The Ideal Candidate



- At least 7 years of progressive fundraising experience, including significant experience in Direct Response campaign management and Mid-Level donor engagement/annual giving.
- Undergraduate degree in business, marketing, a certificate in fundraising or related field.
- CFRE designation considered an asset, not required.
- Experience in healthcare, research, education or a complex nonprofit environment is strongly preferred.
- Demonstrated success in multi-channel fundraising (direct mail, email, digital, phone).
- Experience managing external vendors, creative agencies and production partners.
- Knowledge of donor segmentation, LTV modeling and pipeline development.
- Experience designing donor journeys and upgrade strategies.
- Ability to interpret donor data, trends and campaign performance metrics.
- Capacity to work collaboratively across teams.
- Experience managing budgets and timelines.
- Ability to juggle multiple campaigns simultaneously.
- High attention to detail and accuracy.
- Proficiency with donor databases (e.g. Raiser's Edge, or similar) and marketing platforms (e.g. MailChimp, Campaign Monitor or equivalent).
- Strong Microsoft Office skills (Word, Excel, PowerPoint, Teams).

## Application Instructions



This is a rare opportunity to lead with purpose in a respected 108-year-old organization at the forefront of aging and brain health. Baycrest Foundation offers a collaborative and inclusive culture, a passionate and committed team and a mission that inspires.

**Baycrest Foundation** is an equal opportunity employer and encourages applicants from equity seeking groups. Baycrest Foundation is committed to providing reasonable accessible employment practices that follow the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation for disability during any stage of the recruitment process, please indicate this in your cover letter.

**Preston Human Capital Group** is conducting this search in partnership with Baycrest Foundation. If you are looking for an outstanding challenge and meet the qualification criteria, we look forward to hearing from you. **Please include a cover letter and CV addressed to [Lindsay Preston](#).** The posting closes on **May 22, 2026 at 5pm ET.** Applications will be reviewed on a rolling basis. Please note that only candidates selected for an interview will be contacted. Thank you for your interest.