



Senior Manager, Annual Campaigns & Operations

SALARY RANGE: \$96,000-\$106,000 (commensurate with experience)

BENEFITS: Stella's Place offers a generous health and vacation package from day 1, including comprehensive medical, dental and vision health benefits, 3 weeks vacation, professional development opportunities, and 15 health days annually. Vacation increases after one year of service.

REPORTS TO: Chief Development Officer

DIRECT REPORTS: Development Officer, Officer, Design & Digital Media, plus contracted professionals as needed

LOCATION: Toronto (hybrid 3-days in office)

At Stella's Place, we envision a world where healthy, resilient young adults can live the lives they choose. We are a privately funded, mental health treatment and assessment centre with an approach to healing that focuses on young adult lived experience, peer support and a co-creation model that includes young adults – a proven strategy for success. Young people's participation is what makes us different. It's what makes us effective.

Our visionary organization is ready for the next stage of its evolution as one of Canada's leading mental health agencies for young adults (aged 16-29), raising up to 5M+ annually to sustain our vision, mission and innovative program model. A recently completed \$14-million capital campaign has resulted in a state-of-the-art program facility in downtown Toronto.

The Senior Manager, Annual Campaigns & Operations is a critical new leadership role within our Development Department with responsibilities to raise annual funds and operationally prepare the Development Department for future growth.

This multi-faceted role is ideal for a leader interested in bringing their annual fundraising, organizational, and administrative expertise to a smaller organization with a big future. You will bring fresh ideas, enthusiasm and innovation to a highly respected agency that is ready to take its annual and other fundraising programs to the next level. You are an energetic, engaged and organized professional with an eye for detail. Become part of an organization that is working to improve the mental health of young adults, and apply today!

POSITION DESCRIPTION

This new management role will help form and supervise a team of two:

- Development Officer, overseeing community fundraising
- Officer, Design & Digital Media, overseeing marketing outreach

This role also manages external contractors to support the Development Department, as needed. They mentor and/or collaborate with all members of the Development Department, and collaborate with the other departments within the organization.

This role develops and leads all annual fundraising activities, driving the acquisition and stewardship of annual donors, and managed all third-party fundraising platforms.

Operationally, this role ensures that quality standards are adhered to for all fundraising activities, including oversight and direction of general administration, budgeting for the annual campaign, gift processing, oversight of the CRM database and its reports, and oversight of licensed tools for development support. They will support a database migration from Donor Perfect to Raiser's Edge in summer 2024, with support from an external supplier.

RESPONSIBILITIES

Annual Campaign Fundraising & Donor Engagement (55%)

- Set and achieve annual fundraising targets leveraging digital and other forms of direct response campaigns to attract and retain general/unsolicited/renewal annual donations, attract new mid-level and legacy donors; and promote tribute campaigns. (Approx 400+ donors, at present).
- Oversee monthly donor campaigns, including acquisition.
- Lead, manage and actively engage in the stewardship of annual and mid-level donors to foster positive and enduring relationships.
- Develop digital and other direct response moves-management strategies to upgrade donors.
- Oversee and make recommendations on use and acquisition of automation tools for mass personalization.
- Oversee the thanking of donors.
- Monitor outcomes and measure the performance of campaigns, driving improvements; provide progress reports, report on trends and identify new strategies.

Annual Campaign Communication – 15%

- Create an appeals calendar, combining financial targets to stewardship emails, newsletters, event invitations and guest lists, holiday cards and tribute notifications, and building the list of newsletter subscribers.
- Oversee the ongoing maintenance of the organization's website and social media accounts and content as led by the Officer, Design & Digital. Note that audits for all communication platforms are underway, to create a structured path forward.
- Manage and update our presence on third-party fundraising platforms ex. AKA Raisin, Canada Helps, Race Roster, PayPal Giving Fund, Benevity, etc.

Reporting & Database Administration– 15%

- Lead database administration, including its architecture and functionality. Provide database support to other team members as required.
- Update the donor management database and tracking systems, performing data manipulation

processes as needed.

- Track gift agreements and support finance with audit requests.
- Prepare fundraising reports and performance KPIs for all revenue streams as directed by CDO.
- Prepare donor recognition listings for annual reports, website, digital donor lists and digital wall.
- Oversee the maintenance, updates and troubleshoot the onsite digital donor wall.

Database Administration (10%)

- Lead gift processing (mainly automated for under 2K gifts per year) according to Canada Revenue Agency (CRA) Guidelines, prepping manual tax receipts as needed, and reconciling event revenue.
- Liaise with Finance Manager on monthly bank reconciliations, and departmental budget as needed.
- Manage operational contracts, licenses and relationships with suppliers/consultants, including expenditure oversight.
- Maintain fundraising software, liaise with tech staff; supervise database suppliers and the occasional database volunteer.
- Train and supervise Development staff in database contact and pledge upkeep.

Other Duties as Required (5%)

- Participate actively as a member of an integrated development team; engage positively with other stakeholder groups, and cultivate strong professional relationships with members of other departments.
- Assist in other duties as assigned in advancing the goals of the development team and Stella's Place.

QUALIFICATIONS

- 5+ years with a charitable/not-for-profit organization, managing annual fundraising programs and/or fundraising operations, plus 2+ years of supervisory experience
- CRM database skills: Raiser's Edge NXT, Donor Perfect, (experience with Crystal Reports as well as DonorPerfect and AKA Raisin is an asset)
- Experience with CRM query building, database importing and exporting (Experience with Raiser's Edge NXT is an asset)
- Strong digital communication skills: experience with Mail Chimp or Constant Contact an asset
- Strong computer literacy: Google Office (excellent Excel skills, Gmail, sheets) PowerPoint
- Deadline and results-oriented, with excellent attention to detail and accuracy
- Strong organizational and analytical skills
- Excellent relationship-building skills, with demonstrated ability to collaborate with colleagues and volunteers, and connect with donors
- Experience working with diverse communities
- Familiarity with PIPEDA and AODA legislation, welcome
- Database Conversion Experience an asset

YOUR APPLICATION

Interested and qualified candidates are invited to submit their cover letter outlining your interest in working with Stella's Place along with a detailed CV to jobs@stellasplace.ca. Please include the subject: Senior Manager, Annual Campaigns & Operations, by December 8, 2023. We thank all candidates for their interest.