

TITLE: Senior Manager, Donor Database and Operations

REPORTS TO: VP, Operations and Governance

DETAILS: Full-time, salaried

APPLICATION DEADLINE: May 20, 2025 (Applications will be reviewed as they are received)

START DATE: June 2025

HIRING SALARY RANGE: \$80,000 - \$92,000.

Salary will be commensurate with skills and experience.

This position is eligible for additional compensation in annual performance bonus plan.

Employer also provides a comprehensive benefits package and matches, in part, contributions made to the defined-benefit pension.

ROLE SUMMARY:

The Senior Manager, Donor Database and Operations will serve as a strategic and operational leader responsible for overseeing the Toronto Public Library Foundation's (TPLF's) fundraising database, front-line donor relations, and technological infrastructure. This role is central to optimizing fundraising operations, ensuring smooth donor relations, and integrating emerging technologies – including AI and automation – into office workflows. Reporting to the VP, Operations & Governance, the Senior Manager, Donor Database and Operations will work cross-functionally with senior leadership, the fundraising and marketing teams, as well as, Toronto Public Library's (TPL's) IT and Accounting departments to support data-driven decision-making, operational efficiency, and innovation.

This role is based at the Toronto Reference Library at Yonge & Bloor in downtown Toronto.

(Note: At present, TPLF employees are working a hybrid schedule).

ABOUT TORONTO PUBLIC LIBRARY FOUNDATION (TPLF):

TPLF was established in 1997 as a charity to support the world's busiest urban public library system – Toronto Public Library. Funds raised by the Foundation support life-changing programs, services, spaces and collections at the Library's 100 branches and beyond. Given the impressive scope of programs and services and the TPL's wide reach across communities in the GTA, the potential for donor impact is tremendous. Guided by our values of transformation, relationship and inclusivity, the Foundation has raised over \$100 million for TPL. To learn more about the Toronto Public Library Foundation, visit tplfoundation.ca.

KEY RESPONSIBILITIES:

Database & Donations Management

- Manages the fundraising database (Raiser's Edge), ensuring its accuracy, integrity, security and data hygiene.
- Oversees front-line donor relations and donation processing across various gift types and vehicles, to ensure responsive communications to donor enquiries, as well as, accurate and timely data entry, gift processing, receipting and reporting.
- Builds queries, exports data, creates custom reports for efficient data analytics and reports to maximize fundraising revenue, as well as, supports financial reconciliation, donor recognition and ongoing maintenance.
- Works with the TPL Foundation team to understand key fundraising priorities; develops and implements effective operational infrastructures to help support these priorities.
- Manages database import and export activity working with internal and external staff and agencies/vendors.

Reporting & Analytics

- Generates a range of fundraising, financial and analytical reports, related to KPIs, campaign/package performance and year over year analysis to support the team's fundraising efforts and inform decision-making.
- Works closely with TPL's Accounting department and with TPLF's Senior Manager, Finance and Operations to prepare monthly, quarterly and annual financial reconciliation and reports, as well as, the annual T3010 report for CRA.
- Works closely with TPLF revenue and marketing teams to manage and deploy targeted marketing, cultivation and solicitation strategies. Recommends best practices in analytics, modelling and market segmentation to help grow donor pipeline and maximize impact.

Staff & Stakeholder Engagement

- Manages staff and volunteers responsible for donor relations, database and operations, as appropriate; performs semi-annual and annual performance evaluation; inspires and motivates direct reports; provides constructive feedback and support as needed.
- Leads vendor relationships related to CRM systems, data tools, cloud storage, IT support, and cybersecurity, as well as identifies new ways to optimize systems, training and pricing.
- Trains the team and volunteers on Raiser's Edge, Raiser's Edge NXT and Luminate Online, as well as other technological resources, as appropriate.

Strategic Adoption & Optimization of Technology

- Leads technology planning and implementation for the team, identifying tools and systems that improve workflow, collaboration, and performance, including AI-powered solutions.
- Works with the TPL's IT team to troubleshoot any software/hardware issues, as appropriate.

- Develops annual technology budget and/or supports the team in the preparation of tech-related budgets and projections.

QUALIFICATIONS AND SKILLS:

- Minimum of 5 years of database management experience in Raiser's Edge & Raiser's Edge NXT, with experience managing and optimizing CRMs; experience with donation management tools (Luminate Online, 360MatchPro).
- Excellent project management, communication (verbal and written), interpersonal, collaboration and problem solving skills.
- Knowledge of CRA regulations governing charitable organizations (i.e. receipting rules) and fundraising activities is important.
- Proficiency in using business intelligence (BI) tools to visualize data is an asset.
- Proficiency in adopting and training others in new technologies (i.e. AI applications) is an asset.

COMMITMENT TO EQUITY AND DIVERSITY:

The Toronto Public Library Foundation welcomes all people and perspectives and aims to reflect the diversity of Toronto on our team. We welcome applications from visible minorities, Indigenous people, persons with disabilities, and persons of any orientation or identity.

Upon request, accommodation will be provided for persons with disabilities through all stages of the recruitment and selection process.

WHY APPLY?

- You love the library!
- You would like to be part of an ambitious, diverse, inclusive and results-driven team where we celebrate different backgrounds, perspectives, and experiences, and are dedicated to fostering a supportive environment for all.

TO APPLY:

- Please send cover letter and resume to: tplfjobs@tpl.ca (email only, no phone calls please) by **May 20, 2025**.
- include: **SENIOR MANAGER_DONOR DATABASE & OPERATIONS_[YOUR NAME]** in subject line.
- Only qualified candidates will be contacted.