



Database Manager: Full-time Maternity Contract Position (12 months)

Dr. Jane Goodall began her ground-breaking work with chimpanzees in Africa over 60 years ago and today, the Jane Goodall Institute is a global network, operating in over thirty countries.

The Jane Goodall Institute of Canada (JGIC), inspired by the work of our founder, has a new strategic plan which includes increasing its presence and impact in Canada in addition to growing our scope in Africa, at the intersection of 3 crises: climate change, biodiversity loss, and environmental inequity.

The Position:

Working within the fundraising team the Database Manager is a key member of JGIC and supports the achievement of fundraising goals and revenue targets. In addition, the role provides support to other parts of business utilising Salesforce to achieve program objectives.

Reporting to the Associate Director of Development, the position's primary role is to oversee all aspects of the Institute's database system and to lead the strategic use of online tools, to drive fundraising revenue for the organization.

The position will also support the overall fundraising implementation plan as needed.

KEY RESPONSIBILITIES

Data Management

- Oversee fundraising database, processing gifts, including maintaining data integrity, developing relevant policies and procedures, and training
- Develop customized solutions within the Salesforce platform to support critical business functions and meet project objectives, requirements and organizational goals
- Manage and integrate additional fundraising and communications platforms with Salesforce (eg. Fundraise Up, Zapier, Mailchimp)
- Reconcile Salesforce against credit card processors, direct debit processors and third party donation platforms
- Troubleshoot issues, provide recommendations, and implement solutions & best practices in the areas of data integrity standards, data quality and overall Salesforce system usage



- Configure, test, and deploy Salesforce automation, reports, dashboards, and custom components for different user groups across the organization
- Provide system administration support of internal and customer-facing Salesforce environment, especially related to customized applications, user permissions, security settings, custom objects and workflow
- Respond to requests from internal and external clients.
- Produce tax receipts and donor acknowledgement letters

Analysis

- Create queries in Salesforce and produce reports and dashboards for analysis of fundraising data, and campaigns
- Support and monitor fundraising Key Performance Indicators
- Support the development of short-term and long-term fundraising strategies, donor analysis and donor segmentation
- Manage the targeting, segmentation, pre/post data analysis and results reporting of all fundraising campaigns.

Online Communications

- Support online fundraising through e-solicitation and marketing
- Support development of landing pages for fundraising appeals and events
- Provide recommendations to improve engagement and conversion

Qualifications/Job requirements

- Post-secondary degree or diploma in a related field (Computer Science) and/or related, progressively senior not-for-profit experience
- 1-2 years' in-depth experience with Salesforce Administration & NPSP Lightning preferred
- Experience analysing data to influence fundraising activities
- Experience developing and producing a variety of reports from data
- Excellent communication skills



- Fundraising using Salesforce or other CRM system experience highly desirable
- Experience using backend payment processing platforms
- Experience with donor-focused database management best practices
- Proficient in the use of Microsoft Office, HTML/CSS code, Mailchimp, Wordpress

Compensation and Benefits

- Salary range of \$63,126 - \$75,186 based on skills and experience
- Comprehensive benefits package
- Flexible and Hybrid working model, with occasional visits (weekly to monthly) to our Toronto office
- Three weeks vacation
- Professional development opportunities

How to Apply:

If you are interested in becoming an important member of the Jane Goodall Institute of Canada team, please submit your résumé which must be accompanied by a cover letter.

Qualified applicants are invited to apply for this position online through Charity Village.

JGI Canada is committed to the principle of equal opportunity and does not discriminate based on race, national or ethnic background, religion, age, gender identity, sexual orientation, family status, or disability. We encourage candidates from underserved or historically marginalized groups to apply. If you face barriers related to your intersectional identities and want to inquire about individualized application support, please contact us at info@janegoodall.ca.

We thank all applicants for their interest, however, only those selected for an interview will be contacted.

Application deadline: **January 31, 2025**