



A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

CRM Lead

(Permanent; Full-time; based in Toronto)

The CRM Lead ensures Raiser's Edge (RE) NXT functions effectively as UNICEF Canada's core Constituent Relationship Management (CRM) system.

The position is a member of the Business Solutions team, a multi-disciplinary team whose responsibilities include managing our Constituent Relationship Management system and using it as a source of data to support program management and performance measurement.

Using their deep knowledge of RE NXT, the CRM Lead is the internal expert on all aspects of the software platform and its use within UNICEF Canada. This role consults with fundraising, donor engagement and other business functions to ensure that the CRM is functioning as an effective transactional system and a source of actionable business intelligence. The CRM Lead identifies and acts on opportunities for enhancements, and builds RE NXT competency within UNICEF Canada.

The responsibilities of the position will include:

Constituent Relationship Management (CRM) data management (30%)

- Data management in RE to support our overall data strategy.
- Define and develop data standards and data-related business rules.
- Maintain data hygiene and the quality of operational data in RE.
- Define and champion data management best practices in RE.

Maintaining Raiser's Edge (30%)

- Manage the use of appeal codes to ensure that solicitation and stewardship activities can be measured effectively in RE:
 - Manage the process to support fundraising and engagement campaigns.



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- Develop and evolve our Appeal Code approach to meet changing business requirements.
- Validate requests and create new Appeal Codes requests ensuring they are consistent with our overall data standards.
- Leading and managing configuration and admin changes in RE.
- Follow and champion RE best practices.

Advancing Raiser's Edge as the core CRM (20%)

- Our primary expert on the RE NXT platform and UNICEF Canada's use of the platform.
- Proactively identifying opportunities for utilizing new features within the CRM and make recommendations for implementation.
- Consulting with, and providing solutions to, stakeholders on the best use of RE NXT for new and changing business requirements.
- Championing RE NXT and its use with all levels of the organization.
- Coordinate, develop and deliver RE training for all staff.

Application support (20%)

- Provide user support for RE by troubleshooting and resolving issues.
- Coordinate with Blackbaud and act as the point of contact for all support issues.

The ideal candidate will have:

- A post-secondary degree or college diploma, or equivalent years' work experience in a related field.
- A minimum of three (3) plus years' of experience supporting BlackBaud RE NXT as a CRM.
- Blackbaud RE Professional (bCRE-Pro) certification (an asset).
- Experience providing technical training and assistance to RE users.
- Experience working with and supporting fundraising activities.
- Basic SQL expertise (an asset).
- Accuracy and attention to detail when planning for and dealing with data hygiene .
- The ability lead requirements discussions to understand business needs.
- The ability to share RE NXT and CRM expertise within team discussions and problem solving.



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CANADA

Salary range: \$52,000 to \$61,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **October 15, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**CRM Lead**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Safeguarding Policy, the successful candidate must receive clearance by a police background check, including a vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing diversity, equity and accessibility. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.



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