



CAMP  
OOCH

## Manager, Database

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## Position Overview

<b>Organization:</b>	Camp Ooch
<b>Title:</b>	Manager, Database
<b>Reports to:</b>	Director, Community & Annual Giving, Caley Bornbaum
<b>Location:</b>	464 Bathurst Street

## Is this you?

Do you believe in the power of camp? Are you a team player who would be passionate about helping give children affected by childhood cancer the chance to just be kids?

Would your colleagues describe you as an independent, detail oriented strong communicator? Do you consider yourself to be a Raiser's Edge guru?

You work well with cross functional colleagues and can you juggle multiple priorities and agenda's while managing expectations. You consider yourself a lifelong learner who is always seeking new and innovative ways to use the Database to it's fullest potential. And, you enjoy teaching others your skills and are open with sharing your knowledge.

Above all you have an appreciation for health care, you love children and want to be part of a small but mighty team making a direct difference in the lives of over 1,600 of children and their families each year.

If the above sounds like you and you're excited, please read on...

## The Organization

In 1983 an ambitious group of volunteers banded together to form a summer camp unlike any other in Canada. Exclusively serving children with cancer, it would be privately funded, staffed entirely by volunteers and completely free. A camp where every child, no matter how debilitating their illness, would be provided an opportunity to explore enriching, challenging, fun experiences through what is fondly referred to today as the Magic of Ooch.

For over 35 years, Camp Ooch has offered the healing power of fun, friendship and self-confidence for kids affected by childhood cancer. With the support of our donors' and over 500 volunteers, Ooch has experienced exponential growth and become an important part of the circle of care for children and their families. Serving over 1,600 children with and affected by childhood cancer each year, various programs now serve siblings,

bereaved siblings and parents. Ooch continues to be the only overnight camp in Canada to offer onsite chemotherapy IV treatment and blood transfusions. Often referred to as the social cure for cancer, our programs run year-round at our overnight camp in Muskoka, and in communities and specialized paediatric oncology centres across Ontario. With over 500 annual volunteers, over 60 full-time staff and a culture that was voted one of Canada's top 10 most admired cultures by Waterstone in 2012, we continue to recruit loyal talent. Building programs to meet the ever-changing landscape of paediatric healthcare, Ooch relies on the generous support of foundations, donors and volunteers. Ooch does not receive government or hospital funding.

### **The Position**

Reporting to the Director, Community & Annual Giving, the successful candidate will be responsible for supporting Camp Ooch's main source of data and information on donors and other key stakeholders; Raiser's Edge. They will manage all the data integration, data integrity and quality control across critical systems including online donation and peer 2 peer fundraising, advocacy, program event and marketing databases.

The successful candidate will play a vital role in providing database support to several areas of the organization, providing reports, insights and data intelligence. Their cross functional relationships will include: The Finance, IT and Gift Processing teams, the Manager, IT and Administration and CFO; the Development Department; Camp Program Administrator and Family Liaison and Program Coordinators and Volunteers.

The Manager, Database will be extremely comfortable with Raiser's Edge and will have worked within a fundraising environment in a current or previous role. Ideally, they will have also used RaceRoster, Engaging Networks and CampSite.

### **Key Accountabilities**

#### Database Management (25%)

- Oversee the Raiser's Edge architecture and functionality of Raiser's Edge, Camp Ooch's main source of data and information on prospect activity and donor relations. Performing business requirements gathering and analysis to optimize data flow and business processes and maximize the use of the database
- Lead support of all Raiser's Edge users with issues resolution and best practice
- Lead Raiser's Edge task force to develop coding structure, protocol, operations and procedures manuals, guidelines for data input, management, exporting & tracking of data to the system
- Responsible for all code tables, user rights and security groups and all global changes/imports. Creates new user accounts

- Conducts demographic data changes and updates constituent records (data screenings)
- Maintain and manage the donor database (Raiser's Edge) database integrity and controls, including identifying and correcting database problem areas such as address updates, missing or incomplete data, incorrect values, and duplicate records
- Advise on upgrades/or patches as required. Work with IT to schedule software updates. Disseminate relevant information regarding software upgrades
- Act as contact with Blackbaud Technical Support for support calls

#### Database Training & Development (30%)

- Leads the development and execution of comprehensive donor database training for all staff members
- Provide ongoing guidance and support to data entry staff in all departments
- Assist staff with writing of queries, reports and exports, as needed
- Lead the Database Taskforce bi-weekly team meetings and provide ideas and guidance for continually improving departmental functions
- Maintains and updates the Raiser's Edge User Manual and develop supporting reference guides and training modules
- Stay current on upcoming enhancements to software

#### Reporting (40%)

- Develops, documents, and supports standardized and/or customized reports from Raiser's Edge database using Crystal Reports and other tools. Collaborates with end-users to gather report requirements and ensure proper testing/validation. Leads the development and export of custom reports and queries required to support direct marketing, donor relations and revenue analysis initiatives
- Generates donor leads through gift analysis to contribute toward the donor pipeline development by identifying opportunities to upgrade and convert existing and lapsed donors
- Produces and delivers revenue reports and analysis for Finance and audits as necessary

#### Database Integration (5%)

- Proactively aggregates incoming information from multiple sources responsible for the integration of data systems with regards to the donor database (Raiser's Edge) (in addition to those identified above, this would include the JMG Importer Tool, ECHOage, etc.)
- Leads the maintenance and operation of the integrated database and online system, including data integrity, user interface and database design and security

- Manages online fundraising platforms and donations integration into donor database (Raiser's Edge) in collaboration with Gift Processing and IT
- Working with Marketing & Communications, Finance & Administration and IT, ensuring the integration of all online platforms with new web platform, digital marketing tools, mail management systems and Raiser's Edge
- Ethics (at all times) - Ensures that the integrity, image and quality of all works is consistent with Camp Ooch's mission, operating principles and objectives and adheres to the code of ethics of Imagine Canada, the Canadian Code for Volunteer Involvement and the Code of Ethics of the Association of Fundraising Professionals

### **Our Ideal Candidate**

Our successful candidate will possess/be:

- Interest in pioneering a system that reflects the industry's best practices in data management
- A relevant university degree with a minimum 5 years Database Management experience (preferably with Raiser's Edge)
- Working knowledge of donation management tools, finance management, camp program software and email management tools
- Strong fundraising knowledge
- Excellent proficiency with building custom reports and associated software (i.e. Crystal Reports or Tableau)
- Excellent proficiency in Microsoft Office (Excel, Word, PowerPoint)
- Excellent organization, flexibility, and multi-tasking skills within a team environment
- Experience developing and delivering effective training to stakeholders of all learning styles
- Highly motivated and proactive and persistent, understanding how to work collaboratively with individuals and teams in a complex environment
- Strong administrative and problem-solving skills with the ability to translate vision and strategy into tactics and actions

If you are someone who is looking for an outstanding challenge, working with a great team then what are you waiting for? Apply now by emailing your cover letter and resume to Hilary Fisher at [hilary@phcap.ca](mailto:hilary@phcap.ca). Please note, only qualified applicants will be contacted.