Job Title: Manager, Digital & Individual Giving

Location: Toronto, Canada (only candidates who are eligible to work legally without work visa sponsorship in Canada will be considered.)

Contract Type: Full-time (40 hours per week), Permanent

Hiring Salary: CAD 90,418 per annum (before taxes, commensurate with experience)

Target Start Date: As soon as possible

Application Closing Date: December 11th, 2026, 18:59 EST

This job advert is for an existing vacancy

About Right To Play:

For more than 25 years, Right To Play has been protecting, educating, and empowering millions of children each year to rise above adversity through the power of play.

We offer programs in 13 countries across Africa, Asia, the Middle East and North America, reaching millions of children each year in some of the most difficult places on earth, helping them to stay in school and learn, overcome prejudice, heal from trauma, and develop the skills they need to thrive. We do this by harnessing play, one of the most fundamental forces in a child's life, to teach children the critical skills they need to dismantle barriers and embrace opportunities, in learning and in life.

This work is supported by our two global offices in Toronto, Canada and London, UK; and seven National Offices in North America and Europe.

Benefits Highlights:

- Connect and collaborate with a global team who are passionate about protecting, educating and empowering children and youth using the power of play!
- Culture premised on our **Culture Code (accept everyone, make things happen, display courage, demonstrate care, and be playful)**
- Paid leaves (20 days annual leaves, 3 personal days per year)
- Competitive benefits such as medical and health insurance, group RRSP plan, and gym membership
- Learning opportunities and 5 learning and development (L&D) days per year
- More information on what we offer is available on **our website**.

Application Method:

Apply with your resume and cover letter in English via the application link:
https://righttoplay.hiringplatform.ca/257738-manager-digital-individual-giving/1171985-application-form/en

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We strongly encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play.

As part of our selection process, final candidates will be required to complete security checks and Vulnerable Sector Check or equivalent criminal record check as a condition of the offer. More details about our recruitment process are available **here**. Safeguarding information is available **here**.

As part of our recruitment and selection process, Right To Play uses Artificial Intelligence (AI) - assisted tools to support the assessment of candidates or applications. This may include but not limited to generating and editing of job adverts, assessment and interview questions, scheduling, translation, transcription, note taking, etc. Our Applicant Tracking System (ATS), VidCruiter, also use AI-powered ChatBot to answer candidates' enquiries. These tools are used only to assist human reviewers in evaluation and do not make selection or screening decisions. All hiring decisions are made by human reviewers. All AI-assisted processes comply with applicable privacy and data protection regulations, including GDPR and PIPEDA. For more information, please refer to **RTP AI Policy** and our **Best Practice: Use of AI in Recruitment**.

We value and promote a culture of diversity, equity, inclusion, and belonging. We are committed to providing accommodations to candidates with disabilities during the recruitment and selection process, and thereafter. Please reach out to the People & Culture team by email at **careers@righttoplay.com**. **All information provided will be treated as confidential and used only to provide an accessible candidate experience.**

Job Description:

Job Title: Manager, Digital & Individual Giving	**Grade:** 8
Reports to: Director, Individual Giving	**Location:** Toronto, Canada
Direct Reports: Fundraising & Engagement Officer	**Department:** Canadian National Office

1- Purpose:
Lead the CNO's mass-market and mid-level fundraising programs, using digital technology, donor insights and evidence-based strategies to grow revenue, strengthen donor relationships and maximize fundraising effectiveness. This role oversees approximately $900,000 in annual revenue.

2- Accountability & Responsibilities:

Mass-Market Fundraising (40%)

- Lead multi-channel direct response fundraising campaigns, including monthly giving, to achieve annual revenue targets through donor acquisition, renewal and upgrading.
- Develop and manage campaign budgets, monitor expenditures and recommend investment priorities based on fundraising performance.

Fundraising Technology & Automation (20%)

- Lead the development and execution of segmented fundraising campaigns and automated donor journeys, leveraging CRM, email automation and digital fundraising platforms to drive acquisition, retention and donor engagement.
- Establish and reinforce data-quality and list-management practices across the team, in collaboration with Donor Services.

Performance Analytics & Optimization (15%)

- Establish campaign and annual reporting on revenue, costs, ROI, retention, conversion and upgrading.
- Lead testing and analysis to evaluate fundraising effectiveness and inform investment decisions.

Mid-Level Giving & Donor Development (15%)

- Lead targeted stewardship and solicitation strategies to achieve mid-level revenue goals and increase donor lifetime value.
- Identify upgrading opportunities and prospects for major giving through donor analysis and segmentation.

Leadership & Collaboration (10%)

- Supervise and coach the Fundraising & Engagement Officer, coordinating fundraising and engagement activities.
- Collaborate with Communications, Donor Services, Finance, and Operations to align campaign delivery and performance, sharing digital fundraising expertise through Right To Play's Global Individual Giving community of practice.
- Perform other duties as assigned.

3- Scope (geographical and/or functional), Impact and Autonomy

The Manager leads the CNO's mass-market and mid-level portfolios, with accountability for revenue targets, campaign budgets and fundraising effectiveness. The role exercises considerable autonomy in campaign execution, automation and optimization, and recommends strategic investments and improvements within established approval limits.

4- Leadership and Staff management

Directly supervises the Fundraising & Engagement Officer, including coaching, performance management and work planning. Provides subject matter leadership and technical guidance to colleagues across the organization.

5- Information requirement for decision-making

Requires donor, campaign, revenue and expenditure data from multiple systems, working with Donor Services, Finance and Operations to validate information.

6- Innovation and Improvements

Identifies, tests and implements improvements to fundraising automation, donor engagement and campaign performance. Recommends solutions to technology limitations.

7-Relationships & Communications: Internal / External:

Internal: Collaborates with Individual Giving, Communications, Donor Services, Finance, Operations and Global Fundraising on campaigns, data and strategy.

External: Cultivates mid-level donors and fundraising supporters, represents Right To Play in professional fundraising networks, and manages relationships with fundraising technology providers, agencies and consultants.

8-Expertise (Certifications / Education, Professional Experience/Language)

- Post-secondary education in a relevant field or equivalent professional experience. Relevant certifications are assets.
- Hands-on experience with CRM systems, email automation, segmentation and digital fundraising or marketing campaigns.
- Strong analytical expertise in campaign measurement, testing, ROI and performance optimization.
- Experience delivering integrated fundraising or lifecycle marketing campaigns, with strong project management and communication skills.
- Ability to use AI and digital collaboration tools effectively to collaborate with colleagues and donors.
- **Preferred:** Experience with Microsoft Dynamics 365, ClickDimensions or Fundraise Up; Google Analytics; nonprofit fundraising; and knowledge of Zakat principles and culturally responsive engagement.
- Proficiency in written and spoken English.

9-Core Competences

- Collaboration: Builds effective cross-functional relationships and aligns stakeholders.
- Growth Mindset: Demonstrates curiosity, adaptability and commitment to improvement.
- Resilience: Navigates competing priorities and technical constraints effectively.
- Professionalism: Demonstrates accountability, analytical and sound judgment.
- Management and Interpersonal Skills: Coaches staff, communicates clearly and influences through evidence.

10-Additional Information

Occasional evening or weekend work for campaigns and events; minimal travel within Canada; flexibility to collaborate across time zones.