



Make-A-Wish® creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness.

Make-A-Wish® Canada is an affiliate of Make-A-Wish® International, the largest wish-granting organization in the world, making dreams and wishes come true for more than 500,000 children since 1980.

Join our team as a:

VP, Digital, Information Technology & Data Management
Location: Greater Toronto Area (Temporarily Remote during COVID-19 Pandemic)
Regular Full-Time (37.5 hours/week)
Reference #: MW011

Job Summary

The Vice President, Digital, Information Technology & Data Management position is accountable for providing the vision and leadership to successfully set the technology & digital road map for Make-A-Wish® Canada. The position will lead a cross-functional team to advance the goals of the organization via digital strategies, data management and information technologies. The successful candidate will identify trends within digital, computer and systems technology and bring current knowledge and future vision as it relates to the organization's strategic plan. As well, the new VP will develop integrated, best-in-class strategies to enhance and optimize user experience and results across all digital channels while supporting infrastructure and developing new technical solutions, ensuring all systems (hardware, applications and software) are optimally and cost effectively functioning across our nationwide operation. The VP will form part of the overall executive leadership team and be a key contributor to the overall strategic planning and oversight of Make-A-Wish® Canada.

PRIMARY RESPONSIBILITIES

Digital (50%)

- Work in alignment with VP, Individual Giving and Mass Market Fundraising to determine infrastructure to translate mass market fundraising strategies to maximize revenue and donor engagement into technology solutions.
- Collaborate closely with colleagues/departments to ensure success; identify and implement necessary improvements to systems.



- Maximize reach through content distribution, social media and strategic partnerships
- Segment and analyze data to report data trends and identify new opportunities as per agreed Key Performance Indicators (KPIs)
- Drive the architecture, design, implementation and project management of
- our next generation digital environment including website, CRM, and social platforms.
- Lead the architecture, development, and deployment of digital products to attract and retain supporters.

Technology Management (25%)

- Develop an IT service delivery strategy; evaluate current system and technology and implement actions to increase effectiveness, evergreen program, antivirus, backup/restore/disaster recovery.
- Manage and maintain essential IT operations and systems including server, networks, storage, internet connections, desktop, laptops, mobility and associated hardware
- Develop and maintain documentation, training materials and procedures for all processes and services related to technology
- Oversee/manage support/help desk for the organization including ticket management, support escalation for issues including (but not limited to): active directory management, hardware & software and connectivity.
- Manage backup/restore/disaster recovery

CRM/Data Management (25%)

- Oversee/lead. a CRM strategy to increase efficiency and effectiveness of the organization through providing one trusted source of data
- Oversee/lead service delivery for systems, integration, data governance and business analytics

Management Accountabilities

- Manage agency partner/vendor relationships
- Monitor department adherence to financial policies and controls. Determine expense projections as part of the budgeting and forecasting process. Authorize expenditures within approved guidelines. Monitor expenditures against budget and forecast and initiate appropriate remedial activity as required.
- A member of the executive leadership team and a key contributor to strategic planning and oversight for the organization
- Works in compliance with the provisions of The Occupational Health & Safety Act in the applicable province of employment and its regulations, and complies with the Foundation's Health & Safety Policy
- Manage small team of employees; provide ongoing support, direction, and development.
- Other duties as assigned

QUALIFICATIONS



- 10-15 years progressive experience with expertise in digital solutions, CRM, and information technology,
- University degree preferred,
- Experience developing strategies and leading multi-functional teams including IT support and infrastructure, digital solutions, product development, CRM,
- 5-10 years' experience leading multifunctional technology teams,
- Successful track record in managing teams focused on technical, complicated projects involving collaboration and problem solving,
- Solid knowledge of web development, application servers, Windows operating systems, Office 365 environment, relational database (Salesforce) and CRM systems,
- Deep experience in UX, enterprise Content Management systems (CMS), SEO, Social Media, Web Analytics, Audience Segmentation, A/B Testing, eCommerce,
- Experience managing quality assurance practice and processes,
- Excellent communication skills, ability to effectively liaison with colleagues, vendors and other stakeholders to facilitate service delivery,
- Ability to follow processes and willingness to do so. Strong interest in participating in process improvement,
- Ability to influence peers and leadership,
- Financial acumen and experience in managing budgets,
- Strong experience working with vendors for optimized, outsourced, statement of work and contingent work,
- Good presentation and persuasion skills,
- Experience within a fundraising organization strongly preferred.

WORKING CONDITIONS

- Office environment with occasional requirements to work outside of regular office hours
- Occasional day/overnight travel
- Regular day/overnight travel

PHYSICAL & MENTAL EFFORT

- Deals with sensitive situations, tight deadlines and customer service.

WHAT WE OFFER

Make-A-Wish® Canada offers meaningful opportunities to make an impact. We are committed to fostering a culture that aims to change lives, foster compassion and better humanity.



In return for your contributions, we offer an attractive compensation package that encompasses a competitive salary, excellent benefits and the opportunity to have a rewarding employment experience where your contributions can make a true difference every day.

HOW TO APPLY

Qualified candidates are invited to send their resume and cover letter stating salary expectations, and quoting the reference **VP, Digital, IT & Data Management, Posting MW011** in the subject line of the email by May 11, 2021, to:

Make-A-Wish® Canada Human Resources
Hr.Recruitment@makeawish.ca

We thank all applicants for their interest and advise that only those selected for an interview will be contacted. No phone calls, please.

Make-A-Wish® Canada provides equal opportunity in employment and encourages applications from all qualified persons. Accommodations are available on request for candidates taking part in all aspects of the selection process.

JOIN OUR ONLINE COMMUNITY

For more information on how you can support Make-A-Wish® Canada or get involved please visit our website at makeawish.ca.