



Last Updated: March 2024

Job Title

CRM Specialist

Impact Statement

In this pivotal role, the CRM Specialist will be at the heart of MSF's fundraising and donor engagement efforts. You will be entrusted with managing and optimizing our donor database using Luminate Online. Your expertise will directly influence the efficiency of our fundraising campaigns, the precision of our donor communications, and the strength of our donor relationships.

As the guardian of Luminate Online CRM, you will ensure its functionality, security, and strategic use. Your analytical skills will help us understand donor trends and behaviours, enabling tailored and effective outreach strategies. Your contributions will drive our financial goals and deepen our connection with our supporters.

Key Responsibilities

- Implementing, customizing, and managing Luminate Online CRM
- Using the CRM to enhance customer or donor relationships, improve engagement strategies, and track interactions
- Integrating Luminate Online with other systems (like marketing automation tools) for a seamless flow of information. Continuously seek opportunities to optimize the use of CRM systems for enhanced functionality
- Using the CRM to enhance customer or donor relationships, improve engagement strategies, by serving as a subject matter expert
- Keep abreast of the latest trends and developments in CRM technology and fundraising practices, especially for Luminate Online. Suggest and implement improvements in database management and utilization
- Use CRM tools to support the planning and execution of fundraising events, including attendee tracking, communications, and post-event analysis
- Responding to and resolving tickets related to database issues. This involves diagnosing and troubleshooting problems reported by users
- Manage relationships with external vendors

Duties and Responsibilities

CRM Management:

- Manage the CRM and database configuration, process, and end-user activity as to capitalize on donor data, ensure consistent data entry and management, and avoid discrepancies between the CRM records and financial bookkeeping. Reconcile and document differences between systems.
- Recommend required changes to data management policies and procedures and ensure new policies and procedures are communicated and followed.
- Ensure that the duplicate records level in Luminate Online is below the agreed threshold.
- Track effectiveness of all CRM marketing efforts and provide recommendations on operational process.

- Stay current with LO updates and new database products and management techniques and ensure this is communicated appropriately to the other LO users (training will be provided if required)
- Collaborate with the Database Coordinator on ensuring smooth and seamless data flow between LO and RE and making sure that the data in LO is in line with RE.

Development and Management of Luminate Online Forms and APIs for Vendor Access

- Oversee the creation, customization and improvement of various forms in LO – online forms, offline forms, ‘shadow forms’. Manage all aspects related to forms, such as payment capabilities, thank you pages, receipt management, autoresponders, triggered parameters settings (e.g., Credit Card Updater, failed payment notifications, opt-in, re opt-in, unsubscribe, etc.)
- Manage the integration and functionality of APIs, facilitating seamless vendor interactions with Luminate Online, and ensure compliance with organizational standards.
- Conduct rigorous testing and troubleshooting to maintain high performance and reliability of forms and APIs, quickly resolving any operational issues that arise.
- Recognize and rectify issues (emphasizing Source Coding), and upgrade the understanding and troubleshooting of data quality and hygiene issues.
- Generate reports to inform decision-making processes.

Fundraising Support and Campaign Management

- Contribute to the planning, implementation and monitoring of automated journeys and life-cycle based campaigns across all channels. Manage donation page setup from design, creation, testing and then deployment.
- Collaborate with the fundraising team to support various campaigns.
- Create custom reports and queries to meet specific data analysis needs of the organization & provide training and support to other users of Luminate Online within the organization.
- Participate in the planning, meetings regarding enhancements and changes to the CRM.
- Provide specific training to FR colleagues (if such training is not available online)

MSF Transversal Core Competencies

- **A Commitment to MSF’s Principles;** Proficiency level 1: Demonstrates knowledge of and accepts MSF’s principles
- **Cross-cultural Awareness;** Proficiency level 3: Demonstrates an integrating attitude
- **Analytical Thinking;** Proficiency level 3: Identifies Complex Relationships
- **Behavioural flexibility;** Proficiency level 2: Adapts behaviours to the needs of the situation
- **Service Orientation;** Proficiency level 3: Anticipates clients’ needs

Knowledge and Experience

- 5+ years' experience in Luminate Online, including the ability to expertly diagnose and resolve complex system issues. Demonstrated experience in optimizing Luminate Online functionalities for organizational efficiency. Knowledge of Raiser’s Edge is a strong asset.
- Working knowledge of HTML & CSS (to apply when creating and managing donation forms)
- Strong capability in articulating technical information clearly and concisely to diverse audiences, with a specific focus on explaining Luminate Online system diagnostics and resolution strategies to users with varying levels of system knowledge. Proficient in developing, implementing, and refining operational processes, with a specific focus on documenting procedures and best practices in Luminate Online system usage.
- High-level proficiency in Microsoft Office suite, particularly in Excel and Word, with an emphasis on integrating these tools with Luminate Online for data analysis and reporting.
- Ability to develop, implement, refine, and document processes.
- Knowledge of tax receipting regulation and basic understanding of fundraising and accounting.

Education, Certifications, and Languages

- Fluency in spoken and written English

Working Conditions

- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m. Eastern Time)
- Hybrid work model (40% in MSF Canada office and up to 60% work from home)
- Office environment is open concept and workspace is shared with colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor
- Fast paced and dynamic work environment
- Interaction with vendors

Job Information

Position Level: Individual contributor

Department: Data Strategy, Fundraising Unit

Position Status: Permanent

Activity Rate: 100 % of activity, 37.5 hours per week

Location: Toronto

Salary Range: Level 15 on the MSF Canada Salary Grid, \$77,744 - \$83,503 per year (non-negotiable)

Status: Must be legally authorized to work in Canada; MSF Canada is not in the position to support a work permit process for any applicant outside of Canada.

Benefits: Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no matching required), starting 4 weeks' Vacation/year, flexible work hours, annual professional development budget, Employee and Family Assistance Program (EFAP), and a positive and innovative office culture grounded in our core values of humanity, integrity and results.

Additional Information

MSF Canada is a people-focused humanitarian organization that is proud to offer a diverse, collaborative, and inclusive work environment. We strongly believe this approach enhances our work and we're committed to equity in employment. The organization seeks to attract and engage the best professionals to join and maintain meaningful, productive, and lasting work relationships. We embrace diverse motivations and backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

MSF Canada acknowledges the existence of systemic racism and oppression and is committed to sustaining and strengthening its anti-racism and anti-oppression (AOAR) efforts. As MSF Canada continues to grow and strive to remove barriers in its offices in Canada and in MSF work environments abroad, we welcome applications from individuals with unique experiences of intersectional oppression on the basis of their social markers such as their ethno-racial identity, age, gender identity, education, socio-economic status or place of origin. We encourage Black, Indigenous, People of Colour, LGBTQIA2S+ people, individuals living with disabilities and any individual deserving equity to apply.

In line with MSF's December 2021 pledge to reduce our carbon emissions by 50% by 2030, compared to our 2019 baseline, we encourage everyone to embrace and embed sustainable and climate-friendly practices. Applying a climate and planetary health lens will help us improve our operational impact. Facing climate change and environmental degradation through our operational activities by focusing on mitigation and adaptation will decrease our dependency on fossil fuels, reduce our ecological footprint and help protect human health. Everyone, at all levels, with all skill sets is needed to address the global threat of climate change.

