



Last updated: February 2026

Fundraising Analyst

Impact Statement

As a member of the Fundraising Systems Unit, the Fundraising Analyst role generates and analyzes quantitative and qualitative, internal and external data, relevant to fundraising, and transforms the findings into strategic information to support decision-making, data driven actions, tactics and strategies - aiming to constantly maximize MSF-Canada private fundraising results.

Key Responsibilities

- Responsible for building and continuously developing a reporting system (reports, dashboards and KPIs) for the fundraising department, to track results and allow team members to access and visualize the data.
- Work with the Fundraising Systems Manager to action strategic and deep analysis with a marketing and business vision, identifying possible risks or trends, and communicating them to the team.
- Participate in the planning, analysis and strategy sessions of the FR team to provide recommendations and estimate revenue projections.
- Work with the Data Unit to identify opportunities for improvement of any process impacting the coding and structure of the FR results.

Job-Specific Responsibilities

Reporting and Analysis

- Develop and maintain PowerBI dashboards for Fundraising teams and Executive Director's Office, identify potential issues and address them working with your manager
- Evaluate and apply user's feedback about the dashboards and reports
- Develop and maintain a fundraising reporting system that is user friendly and easily available to others
- Collaborate with other fundraising team members on 3rd party reconciliation reporting
- Work with Data Unit on improving and automating reporting processes
- Reply to analysis-related data requests
- Provide information for international reports, following the criteria provided by the International Analyst
- Participate in the International Office Community of Practice, share learning and insights with your team
- Analyze MSF Canada data and benchmark against the market, and/or other MSF offices

Strategy and planning

- Work with Donor Journey and Integration specialist on list segmentation structure, logic and results
- Support the FR team with data segmentation services related to FR CRMs: complex queries, historical behaviour of donors, and suggestions for improvement
- Prepare insights and required information for all fundraising units at the time of annual planning and revenue projection
- Participate in the setup and testing of monthly donations data model

Data processes and systems

- Recommends improvements to processes and workflow to improve data processes and best practices
- Share insights and improvement suggestions about revenue coding
- Develop and maintain reporting documentation and process manuals
- Keep the logic of gift coding (campaigns, appeals and packages), find areas for improvement and suggest solutions
- Work with CRM specialists on data cleanups

Core Competencies

- **A Commitment to MSF's Principles; Proficiency level 1:** Demonstrates knowledge and accepts MSF's principles
- **Results and Quality Orientation; Proficiency level 3:** Works towards objectives, preserving established standards
- **Planning and Organizing; Proficiency level 3:** Is proactive regarding planning and organizing their job area
- **Teamwork and Cooperation; Proficiency level 3:** Shares information and coordinates with team and/or others
- **Cross-cultural Awareness; Proficiency level 2:** Recognizes and respects different points of view

Knowledge and Experience

- Significant demonstrated experience working with data
- Proficiency in Microsoft Excel and Power BI
- Experience with SQL, Python, R or other programming language will be an asset
- Demonstrated proficiency with BI and statistics tools and systems (reports and dashboards development)
- Experience working with a data warehouse
- Working knowledge of donor management systems
- Previous experience working in fundraising in the non-profit sector or transferable experience

Education, Certifications and Languages

- Demonstrated experience or training in statistics, mathematics, economics, or other related fields
- Proficient in 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), some weekends and evenings may be required
- Hybrid work model (40% in MSF Canada office per week)
- 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
- Work requires long hours in front of a computer/laptop screen

Job Information

Position Level: Individual contributor

Department: Fundraising / Fundraising Systems

Position Status: Permanent

Activity Rate: 100% (37.5 hrs. per week)

Salary Grade: Level 14 on the MSF Canada Salary Grid, \$70,676 in the first year (non-negotiable)

Location: Toronto

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: Starting 4 weeks' vacation/year, flexible work hours, 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 employee contribution required), annual professional development budget, Employee and Family Assistance Program (EFAP), internal psycho-social resources, 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