



## **JOB DESCRIPTION**

### **JOB TITLE**

Fundraising Executive (Direct Marketing)

### **RESPONSIBLE TO**

Head of Fundraising & Commercial

### **SUMMARY OF ROLE**

To be responsible under the Head of Fundraising & Commercial for all cash donor recruitment, development, retention and reactivation. To contribute to the overall work of the Irish Red Cross as a member of the Fundraising team

### **MAIN TASKS / RESPONSIBILITIES OF THE POSITION**

1. To work with the Head of Fundraising & Commercial and the Fundraising Department to achieve the mission of the Irish Red Cross
2. To fully support the Head of Fundraising & Commercial and the Fundraising Department by planning and implementing direct marketing campaigns that meet the target for:
  - a. Cash donor acquisition
  - b. Cash donor retention
  - c. Cash donor development
  - d. Cash donor reactivation
3. To fully support the Head of Fundraising & Commercial and the Fundraising team in achieving the target set for
  - a. New Business income streams
  - b. Other fundraising initiatives as agreed
4. To assist in maintaining database, administration and fundraising information as required
5. To assist in the preparation of reports for the Head of Fundraising & Commercial and members of the Fundraising department as agreed
6. To assist the Head of Fundraising & Commercial in preparing the Fundraising budget



7. To share awareness of developments in the external environment, as well as any relevant and appropriate research, with the Head of Fundraising and Fundraising Department as agreed
8. To keep up to date with the legislative requirements and codes of practice for fundraising generally
9. To maintain active membership of relevant and appropriate fundraising institutions and networks
10. To provide cover occasionally for other members of the Fundraising team (as appropriate)
11. To participate in annual appraisal with the Head of Fundraising & Commercial or other person as agreed

## **EXPERIENCE REQUIRED**

- Minimum two years experience in a professional fundraising/marketing role
- Experience in the planning and implementation of direct marketing campaigns

Please forward your Curriculum Vitae and cover letter to [chassett@redcross.ie](mailto:chassett@redcross.ie)

Job location: Irish Red Cross, 16 Merrion Square, Dublin 2 – Phone 01 642 4600

Contract terms: 2 Year Fixed term

Closing date for applications: Friday 17<sup>th</sup> June 2016 (9.00am).

Interviews will be held w/c Monday 20<sup>th</sup> June 2016.

Salary: circa €35,000