

**Job Vacancy**

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| Job Title: | **Direct Marketing Coordinator (maternity cover)** |
| Responsible to: | Individual Giving Manager |
| Works with: | * IG Manager, IG Executives (Donor Development & Donor Care), Database Coordinator and whole fundraising department * External providers, e.g. creative and copywriting agencies, printers, call centre, etc. |
| Summary of role: | * To support individual giving (IG) to the Irish Red Cross (IRC) through the acquisition, engagement, retention, development and tax-efficiency of donors. * To assist where necessary to deal with enquiries from donors and the public * To contribute to the work of IRC as a member of the IG team |
| Main tasks & responsibilities: | 1. Work with the IG Manager and IG team to achieve the mission of the Irish Red Cross 2. Fully support the IG Manager and the fundraising department by planning and implementing direct marketing (DM) campaigns that meet the targets for donor development 3. Fully support the IG Manager and team in achieving the targets set for new income streams and other fundraising initiatives as agreed 4. Coordinate a programme of regular (and, where required, emergency) direct mail and email appeals, newsletters, digital marketing and telemarketing to support regular giving, once-off gifts and tax-effectiveness 5. Plan and execute a programme of donor care, engagement and retention, including donor journeys and events 6. Assist in maintaining database and analysing fundraising information as required 7. Prepare budgets and reports for the IG Manager and members of the fundraising department as agreed 8. Research and share awareness of developments in the external environment, as well as any relevant and appropriate research, with the IG Manager and fundraising department as agreed 9. Keep up to date with the legal requirements and codes of practice for fundraising generally 10. Provide cover occasionally for other members of the fundraising team as required. 11. Participate in performance appraisal with IG Manager or other person as agreed 12. Other tasks as appropriate |
| Essential Experience & Skills: | * Minimum of two years’ experience in a similar role in a fundraising or marketing environment * Competence in MS Office applications and email marketing software * Experience of using a database/CRM in a fundraising or marketing environment * Intermediate or advanced skills in MS Excel * Understanding of donor care and direct marketing principles and techniques * Knowledge of fundraising and the charity sector |
| Desirable Experience & Skills: | * A relevant third level qualification would be an advantage * Experience of other areas of fundraising, including emerging online platforms would be an advantage |
| Personal attributes: | * All levels of education and experience will be considered. However, good communication and interpersonal skills are essential. * Committed interest in the work and principles of [IRC](https://www.redcross.ie/about-us/seven-principles-of-the-red-cross/) * Good administrative and organisational skills * Ability to speak and write fluent English * Ability to work as part of a team * Ability to respond to a varying workload in a busy environment and to step up where necessary * Ability to meet deadlines and targets * Excellent attention to detail |
| Contract terms: | * Salary circa €33,000 * 35 hours/week Mon-Fri * Term: Maternity cover * Location: Irish Red Cross, 16 Merrion Sq., Dublin 2 |

To apply: Please submit your CV and covering letter, Reference DMC, to [fundraisingjobs@redcross.ie](mailto:fundraisingjobs@redcross.ie) by 9am on Monday 24 February 2020.

Suitably-qualified candidates are also invited to apply for the post of Individual Giving Executive (Donor Development). If applying for both posts, state this in the covering letter. Where both posts are applied for, short-listed candidates may be interviewed for both posts simultaneously. Please note that the coordinator post is a senior, but shorter-term, position to the executive post.