

 **Job Vacancy**

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| Job Title: | **Individual Giving Executive (Donor Development)** |
| Responsible to: | Individual Giving Manager |
| Works with: | * IG Manager, Direct Marketing (DM) Coordinator, Database Coordinator, IG Executive (donor care) and whole fundraising department
* External providers, e.g. creative and copywriting agencies, printers, call centre, etc.
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| 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 with processing donations and dealing with enquiries from donors and the public.
* To contribute to the work of IRC as a member of the IG team
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| 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, DM Coordinator and the fundraising department in 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. Lead on the acquisition primarily of regular donors through social media coupled with telemarketing
5. Support the acquisition of primarily once-off donors through direct mail
6. Support the maximisation of tax-back income through soliciting CHY 3 certs from donors
7. Support emergency appeals where necessary
8. Coordinate with agencies and/or in-house tele-fundraisers to support development of regular giving, e.g. through conversion to, and upgrade and reactivation of direct debit donations
9. Provide cover and support for other members of the team as appropriate, including, at busy times, to process data relating to donors and donations in a timely, accurate and consistent manner
10. Maintain adherence to database procedures and GDPR
11. Participate in performance appraisal with IG Manager or other person as agreed
12. Other tasks as appropriate
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| Essential Experience & Skills: | * Minimum of one year’s experience in a similar role in a fundraising or marketing environment
* Experience of campaigns to acquire or develop donors or customers through direct marketing channels, including social media
* Understanding of donor care and direct marketing principles and techniques
* Competence in MS Office applications, email marketing software and data entry
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| Desirable Experience & Skills: | * Experience of using a database/CRM in a fundraising or marketing environment
* Intermediate or advanced skills in MS Word & Excel
* A relevant third level qualification would be an advantage
* Knowledge of fundraising and the charity sector
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| 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.
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| Contract terms: | * Salary range circa €28,000
* 35 hours/week Mon-Fri
* Term: 2 years, subject to probation
* Location: Irish Red Cross, 16 Merrion Sq., Dublin 2
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To apply: Please submit your CV and covering letter, Reference DDE, to fundraisingjobs@redcross.ie by 9am on Monday 24 February 2020.

Suitably-qualified candidates are also invited to apply for the post of Direct Marketing Coordinator (Maternity Cover). 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.