



Crois Dhearg na hÉireann
Irish Red Cross

JOB DESCRIPTION: Individual Giving Manager

SUMMARY OF ROLE

The Individual Giving Manager is a key position within the fundraising team.

The role's main responsibility is to lead the development and management of Irish Red Cross individual giving programme and activities, generating one-off and regular gifts through multiple channels, including but not limited to:

- Direct mail appeals – warm and cold
- Donor newsletters & surveys
- EDMs & monthly e-newsletter
- Telemarketing
- Donation pages and other online giving platforms
- Digital acquisition/lead generation through social media
- DRTV
- Tax-back on donations

Individual giving (IG) includes low and mid-level gifts up to €1,000. A key sideways relationship is with the philanthropy executive responsible for major gifts and legacies, many of which originate from donors who come on board at lower gift levels.

The IG programme has been through a period of strong growth and consolidation, with the ground laid for further expansion once resources are put in place to facilitate it. The role offers the chosen candidate great scope to influence the broad fundraising future of the Irish Red Cross (IRC). The role will build sustainable income from the IRC's key demographic and emerging audiences, building incremental growth through research, testing and, where proven, rolling out cost-effective IG programmes which engage, retain and build loyalty with donors.

We are seeking an outstanding candidate with relevant experience and exceptional leadership, ambition, motivation and requisite skills to drive the strategies in this area. This is a demanding role that requires high levels of dynamism, energy and innovation.

ROLE RESPONSIBILITIES

- Work with the Head of Fundraising to develop the strategy for increasing income across all IG streams and then implement it
- Manage fundraising programmes in IG in order to maximise returns from existing donor base
- Manage and lead the IG team
- Achieve the annual targets agreed for all areas of IG

- Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment
- Assist the Head of Fundraising with preparing the annual budget. Prepare quarterly forecasts for IG income and report monthly on performance against targets
- Provide expertise and guidance on all matters relating to tax-effective giving, managing both the marketing and administration of tax-back on donations
- Working with the colleagues, consultants and agencies who support communications, digital and marketing activities to produce strong and compelling fundraising materials for a wide range of media
- Effective line management, professional support and personal development of the IG team, including, where needed, recruitment and induction of new staff
- Increase levels of supporter engagement and stewardship. Work with the IG team to develop and implement a stewardship programme, including regular newsletters, direct mail and online activity
- Explore and test new methods for donor recruitment and increasing donations
- Respond quickly to needs and opportunities of emergency appeals and be prepared to scale up appeal activities at short notice
- Lead on the growth and delivery of the mid-level donors programme
- Work collaboratively across teams to help generate leads for corporate, challenge events, legacies and major donors, etc
- Ensure that good data protection practice, including GDPR regulations, are understood by staff, respected and implemented
- Adhere, advocate and operate within the organisational values of the Irish Red Cross
- To perform any other reasonable tasks as requested by the Head of Fundraising

RESPONSIBLE TO: Head of Fundraising

RESPONSIBLE FOR:

- Direct Marketing Executive – Donor Development
- Direct Marketing Executive – Donor Acquisition & Tax
- Fundraising Database Coordinator
- IG Executive – Donor Care
- Relationships with creative agencies, print & fulfilment houses, call centres, payment service providers and other suppliers

WORKS WITH:

- Corporate & Philanthropic Partnerships team
- Digital Fundraising Manager
- Communications Manager
- Key personnel in IRC programme departments and the International Red Cross Red Crescent movement – to access and generate content needed to support fundraising for those programmes

EXPERIENCE & SKILLS

- A minimum of 4 years of proven and relevant experience at senior level with a demonstrable track record of delivering strategic objectives and maximising income/ROI.
- Proven experience and success in individual giving across all streams, including acquisition, engagement and retention
- Competence in a broad range of direct marketing media – direct mail, digital, tele-marketing, DRTV, press, radio, etc
- Strong leadership skills in developing, upskilling and retaining a fundraising team
- Excellent communication and interpersonal skills
- Strong report-writing, analytical & IT skills – including CRMs and MS Office suite
- Experience of dealing with sensitive information in a discreet manner
- Flexibility and adaptability and a willingness to take on additional duties
- Flexible approach to working hours in response to varying demands of the office and a national and international organization that supports people in crises, often in rapid-onset emergencies
- Knowledge of fundraising and the charity sector within Ireland.

FURTHER INFORMATION

The Irish Red Cross is an equal opportunities employer. We value diversity and aspire to reflect this in our workforce. We welcome applications from people from all sections of the community, irrespective of race, ethnicity, religion, sex, sexual orientation, gender identity, age or disability. This role requires applicants to have the right to work in Ireland. The role allows a blend of remote and on-site working.

REMUNERATION

Salary range €49,000 - €56,000 commensurate with experience, plus employer pension contribution after one year's service.

TO APPLY:

Please forward your CV and cover letter to Charlie Lamson, Head of Fundraising - clamson@redcross.ie by **9am on Monday 11 October 2021**.