



JOB DESCRIPTION

Role Title: Individual Giving Manager

Reporting to: Director of Development

Duration: Full Time Permanent

The Role

A senior member of the Fundraising Team, the Individual Giving Manager will be responsible for driving our individual giving programme to deliver significant growth in income from individuals - with an emphasis on regular giving.

Duties and Responsibilities (not exhaustive):

- Management of the direct recruitment programme, currently primarily via face to face. This will include agency management, reporting, upgrade, and reactivation campaigns and managing the regular giver recognition programme to build long term loyalty.
- Strategy development and research, with particular attention on new acquisition channels and digital growth.
- Ensuring all new supporters are communicated with appropriately and effectively, implementing an online and offline communications plan for donors and responding to queries and complaints. Donor behaviour analysis and development to better understand Barretstown's donor base.
- Development and management of the legacy giving programme.
- Responsibility for generating €2.2million through the Individual Giving Programme in 2020.
- Management of the individual giving team including a database administrator, 2 fundraising administrator and a direct marketing coordinator. Management of the CRM specialist.
- Working alongside the Campaigns Manager, primarily in relation to data and donor comms, to assist in delivering the core fundraising campaigns each year.
- Working with the Individual Giving admin team and CRM Specialist to delivery efficiencies, improve data quality and ensure maximum benefit from the CRM system.
- Be an active member of the management team working as part of the MAP (Master Action Plan) Executive team and wider MAP team to deliver Map 2020 objectives and work towards the strategic objectives and goals of Map 2024.
- Champion transparency and adherence to best practice and ensure that Barretstown complies with the Guidelines for Charitable Organisations on Fundraising from the Public.
- Give operational and strategic support to ensure that the best data protection principles are adhered to.

Essential Criteria:

- A strong track record of successfully fundraising from individuals.
- 3rd level qualification in PR, Marketing or Business or demonstrable experience in the area
- Excellent written and verbal communication and negotiation skills, with the ability to motivate others to give.
- Excellent project management skills with the ability to work to deadlines and manage multiple priorities
- Experience of working with fundraising databases

Desirable Criteria:

- Experience of Digital Marketing would be desirable but not essential
- A demonstrable understanding of how to deliver high levels of customer service and care

Benefits

- Competitive Salary (DOE)
- Permanent position (subject to probationary period)
- Pension
- Healthcare
- Privilege days & Service days
- Laptop