

## **Focus Ireland – Community Fundraising Executive Job Description**

**Title:** Community Fundraising Executive

**Location:** Focus Ireland, 9-12 High Street, Christchurch, Dublin 8

**Reporting to:** Community Fundraiser

**Duration:** 1 year Fixed Term Full Time. 39 hours per week. On occasion, work during weekends, evenings and unsociable hours may be required). 6 month probation period applies.

**Remuneration:** DOE

**Primary Purpose:** Focus Ireland is driven by the fundamental belief that homelessness is wrong. Wrong because it is a failure of society that creates victims out of ordinary people and robs them of their potential. Wrong because it can be prevented, it can be solved but is allowed to continue and in doing so, undermines society. Focus Ireland believes that everyone has the right to a place they can call home.

Focus Ireland was founded by Sr. Stanislaus Kennedy in 1985. Since its foundation, Focus Ireland has continued to grow and its research and advocacy work ensures that the rights of people who are homeless remain on the political agenda. Focus Ireland has over 60 services and housing projects across Ireland including in Dublin, Waterford, Kilkenny, Wexford, Cork, Sligo and Limerick which, in 2018, assisted over 15,500 people.

Reporting to the Community Fundraiser, the primary objective of the Community Fundraising Executive role is to support the achievement of the Community Fundraising Targets in the counties of Dublin, Kildare, Laois, Longford, Louth, Meath, Offaly, Westmeath and Wicklow. Key areas of support required are administration, CRM input and reporting, donor and volunteer care and the implementation of Focus Ireland's community fundraising activities and campaigns.

### **General:**

- Contribute to delivery of the National Fundraising Initiatives annual activity plan to meet income targets within budget.
- Support the coordination and implementation of the National Fundraising Initiatives programme.
- Provide marketing admin and donor support for national campaigns such as Shine a Light Night, Irelands Great Get Together, Class Acts (Schools), VHI Mini Marathon, Kilimanjaro, Machu Picchu and other activities and campaigns as they arise.
- Assist in recruiting and managing volunteers and new support networks amongst local community, sporting, religious and other networks and groups throughout the

counties of Dublin, Kildare, Laois, Longford, Louth, Meath, Offaly, Westmeath and Wicklow.

- Provide fundraising and marketing admin support to the Community Fundraising Programme of activity

### **Supporter Care:**

- Answer, log and return calls, e-mails & web enquiries regarding fundraising initiatives and events in a professional, friendly and caring manner.
- Ensure all supporter data is entered into the CRM system in a timely manner, entered correctly and completely, and is GDPR Compliant.
- Proactively monitor fundraising progress and support fundraisers in achieving their goals.
- Liaise with and support the Regional Fundraisers as needs be regarding queries and CRM data input.
- Ensure Thank You's are sent in a timely manner.

### **Network development and support:**

- Recruit, cultivate, manage and motivate a team of volunteers as required, to assist in reaching fundraising targets and in building awareness in local areas and communities.
- Manage volunteer recruitment for new channels and products/campaigns or events as required.
- Identify opportunities and develop key relationships with community groups and associations (GAA, Rotary, ICA, Scouts/other as appropriate) which can assist Focus Ireland reaching fundraising targets and building awareness in relevant counties.
- Support partnership development and fundraising support from 3rd level institutions.
- Conduct school talks and cultivate support with a view to driving fundraising from key schools with strong potential.
- Work cross-departmentally to ensure all school resources are up to date.

### **Marketing Administration:**

- Liaise with supporters regarding fundraising materials requirements and ensure distribution and delivery of same.
- Monitor and replenish the stock of community fundraising materials & equipment as required.
- Liaise with suppliers and manage payment process and system.
- Liaise with the Digital Marketing Team regarding planning and implementing adwords/google ads and social media campaigns for campaigns and initiatives.
- Create reports and marketing lists as requested.
- Support post campaign analysis and evaluation as requested.

- Liaise with supporters to generate post event testimonials, images and videos that can be used by Focus Ireland for marketing purposes.
- Ensure all relevant areas of the website are kept up to date.

## **Team Work:**

- Work as an integral part of the fundraising team to maximise income and long term supporter relationships as per the growth strategy.
- Identify opportunities for development and proactively contribute to idea generation for the National Fundraising Initiatives Team and wider Fundraising Team.
- Work with the Services, Marketing and Advocacy Teams to develop and utilise customer stories, images and videos to support fundraising objectives.
- Work across departments to support integrated marketing and partnership activities.
- Attend regular Fundraising meetings as appropriate.
- Undertake any relevant work as delegated by the Community Fundraiser.
- Report to the Community Fundraiser on a weekly basis through one-one meetings.

## **General:**

- Share Focus Ireland's values, participate as a full member of the Focus Ireland team and support activities across the whole organisation as appropriate.
- Strong empathy with and for the organisations customers, volunteers and supporters.
- To at all times enhance and uphold the reputation of Focus Ireland.
- To ensure that all fundraising complies with the charities act and all relevant data protection as well always adhering to fundraising best practices.
- Engage in regular one to one sessions with your manager
- Participate in relevant training and development courses as agreed with your manager.
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of your manager or Health & Safety Representative
- Undertake relevant work delegated by the Management Team.

## **Person Specification:**

- 3rd level qualification in fundraising/marketing/communications or relevant discipline
- Minimum of 2-3 years experience working in fundraising or relevant discipline(s); ideally with 1 years fundraising experience
- Diplomatic and tactful with a strong focus on excellence in supporter care
- A proven ability to communicate well with a broad range of people and to engage and motivate supporters and volunteers
- Excellent prioritisation and organisational skills and the ability to complete projects within time constraints

- Advanced level IT skills, ideally with fundraising database knowledge
- Ability to work under pressure and multi-task in a busy team environment
- Good working knowledge of Google Ad words
- Good working knowledge of social media platforms (FB, Instagram, Twitter, LinkedIn)
- Willing and able to work outside of normal hours to support fundraising activities as necessary
- Full clean drivers license and access to car desirable