

## Job Description

<b>Title:</b>	Community and Regional Fundraising Development Manager
<b>Location:</b>	Flexible, travel across Ireland required, Dublin 1 day per week.
<b>Reporting to:</b>	Director of Fundraising and Marketing
<b>Type of Contract:</b>	Full Time Permanent

## Primary Purpose:

Focus Ireland has developed an ambitious strategy to - prevent homelessness ever occurring for as many people as possible, to provide effective support and solutions for those who do become homeless and to also continue to provide safe and secure homes for its current and future customers.

Focus Ireland has an ambitious fundraising target of €15 Million annual income by 2022. It is envisaged that approximately 15% will come from community, regional and retail channels.

Reporting to the Director of Fundraising, the primary objective of the Community and Regional Fundraising Development Manager is to deliver on income targets for their area, implement a fundraising growth strategy and develop a team of professional fundraisers delivering best practice fundraising across Ireland.

This role is of strategic importance in the delivery of the overall fundraising, communications and brand strategy. The manager will lead the team's work to specific monthly, quarterly and annual targets, will play a vital role in a cross-functional fundraising, marketing and digital plans and will be responsible for succession planning for their team.

## **Key Responsibilities**

### **Delivery on Income Targets and Key Performance Indicators**

- Deliver on monthly, quarterly and annual income, donor retention, lead generation, and supporter life time value targets.
- Manage and report on expenditure budgets on an on-going basis ensuring all activity is implemented within budget and within defined cost income ratios.
- Develop, manage and steward key relationships with corporate partners and major donors outside of Leinster.
- Deliver on the agreed annual ROI for your department.

### **Team Management & Development**

- Foster a dynamic, ambitious, outcome focused and professional team culture that encourages a willingness to learn, test and trial new methods of fundraising.
- Develop individual team member goals, training, development and coaching plans to ensure all team members develop best practice, future orientated fundraising skills.
- Outline and implement succession plans ensuring the development of a wide range of skills across the team and enabling both cross wards and upwards mobility for each team member.
- Manage team recruitment, reviews, appraisals, health and safety and supervision to ensure the team remain motivated, focused , dedicated, effective and committed to the ethos and values of Focus Ireland.
- Ensure best practice in health and safety standards across community, regional and retail channels.

### **Strategic and Implementation plans**

- Develop community, regional and retail fundraising growth strategies to achieve annual KPI's in line with overall strategy.
- Develop implementation project, marketing and sales plans, timelines and budgets to achieve these KPI's and deliver the strategy.
- Oversee effective and timely implementation, to include ongoing monitoring and reporting on performance against KPI's.
- Develop a supporter relationship strategy for each channel and implementation plan to enhance the supporter's relationship with Focus Ireland, motivate repeat support and increase supporter lifetime value.

## **Research and New Product Development**

- Analyze and research the community fundraising and NFP retail market place both within and outside Ireland to identify, propose and implement best practice, new ideas and performance comparisons across the sector.
- Build the business case for new fundraising products every year, test new products, learn and refine the product offering and plan the roll out of new products across the country.
- Work closely with Focus Ireland's Services and Finance Departments to identify the projects that will appeal to large scale community groups, fundraising event sponsors, corporate supporters and major donors.

## **Cross-team working**

- Work with staff across the organisation, to ensure that Fundraising requirements are met as effectively as possible, and each relationship is managed for the optimum benefit of the whole organisation.
- Work with any external agencies and 3<sup>rd</sup> party supports that are required to deliver the community, regional and retail fundraising initiatives to represent Focus Ireland in the best light.
- Work with the marketing and digital team to brief them in advance of all campaigns, identify the campaign assets required, ensure assets meet brand guidelines, test campaign responses and modify campaigns to ensure optimal performance.
- Work with the communications and advocacy team to brief them in advance of all campaigns, develop press releases and messaging, tailor messaging to each local area and maximize both awareness of Focus Ireland and the need for funding.
- Work closely with Focus Ireland services in each location to ensure staff are informed and support local fundraising initiatives.

## **Systems, reporting and insights**

- Report on all KPI's and key activity on a monthly basis against targets.
- Develop and update systems and process guidelines for team members to ensure all data is treated in a confidential and fair manner upholding all GDPR guidelines.
- Ensure all relevant supporter and prospect data is recorded on CRM in a timely and accurate manner.
- Analyze supporter data and behavior on a monthly basis, use data insights to improve supporter experiences and grow supporter life time value.
- Present outcomes and insights on a quarterly basis at fundraising, marketing and digital team meetings.

## **General**

- Undertake any relevant work delegated by the Director of Fundraising and Marketing.
- Share Focus Ireland's values, participate as a full member of the Focus Ireland team and support activities across the whole organisation as appropriate.
- Engage in regular one to one sessions with the Director of Fundraising and Marketing
- Participate in relevant training and development courses as agreed with the Director of Fundraising and Marketing.
- 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

## **Essential Criteria**

- Five years + experience in fundraising and marketing including strong event management, campaign management and community fundraising growth with proven ability to reach fundraising goals of €1m+
- Proven ability to motivate, manage and develop strong teams to meet and exceed income targets and deliver a strong ROI.
- Third level qualification in business development, marketing, PR or sales.
- Excellent verbal communication skills along with persuasive presentation development and delivery skills.
- Highly organized with ability to work under pressure, prioritise and multi-task.
- High levels of proficiency in MS Word, Excel, PowerPoint.
- The successful candidate will need to show reasonable flexibility in relation to hours of attendance to meet the needs of the work. Work during weekends, evenings and unsociable hours will be required on an ongoing basis.

## **Desired Criteria**

- Proficiency in Social Media and / or digital marketing.
- High degree of initiative, flexibility and creativity.
- The ability to analyze data and use data insights into improve donor experiences
- Retail management experience

**Focus Ireland is an equal opportunities employer**