

Job Description

Title:	Manager of Public Fundraising
Location:	Dublin, Christchurch
Reporting to:	Director of Fundraising and Marketing
Type of Contract:	Permeant

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 50% will come from public fundraising channels.

Reporting to the Director of Fundraising, the primary objective of the Manager of Public Fundraising 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.

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 of target:

Meeting overall annual income targets, within budget, and delivering on all KPIs for the area to ensure long term growth of the public fundraising income stream.

Strategy and Planning

- Develop engagement and acquisition strategies to achieve annual income, expenditure and numbers of KPI's in line with overall strategy including supporter growth, supporter retention, supporter value, supporter lifetime value, return on investment, supporter enhancement rates (upgrade, conversion, uplift, cross sell).
- Overseeing the development and effective implementation of the annual plan to deliver these to include ongoing monitoring and reporting on performance against KPI's, reporting to the director and adjusting plans to ensure delivery across channels.
- Development of supporter relationship strategy and implementation plan to deepen relationships with Focus Ireland, motivate repeat participation/support and build lifetime value. Systemising supporter activities so that all supporter activity targets are managed, and lifecycle based to enhance overall retention and value.
- Development of a data-led strategic approach to all supporter development and acquisition strategies.
- Develop and drive key fundraising activities in particular at Christmas leveraging an integrated approach, driving key messages, and ensuring direct marketing and overall core campaign is leveraged to deliver supporters and income.
- Development of tried and tested fundraising products and propositions that help drive growth of regular supporters
- Management of all individual giving supporter marketing programmes
- Implement best practice in development of key acquisition and development strategies.
- Identify, propose and implement development and innovation opportunities

Data, Systems and Analytics

- Manage the CRM system for the public fundraising team and for ongoing supporter management.
- Quality management and reporting across all users
- Development of reporting suite
- Development of data led segmentation and personalisation planning for all supporter development
- Profiling of supporters and development of key insights and understanding of all supporter, key metrics, key triggers for giving, attrition and engagement
- Working with team and external partners to ensure all insights are actioned and used to develop future plans for acquisition, retention, and enhancement.

Staff Management

- Foster a team culture that is target driven, encourages growth, being supporter-focussed and responsive to changing needs, action oriented, having open communication and encouraging use of initiative and a solution and outcome focussed behaviour
- Overall management, control and operation of the Public Fundraising team which includes all supporter development and direct marketing, supporter care and retention.
- Management of agencies employed to help deliver programmes of activity with the public.
- Team management including team reviews, appraisals, objective setting and supervision that develops and retains a dedicated, efficient and effective team committed to the Ethos and Values of Focus Ireland

Cross-team working

- Work closely and professionally with the wider fundraising and marketing team to integrate successes, key messages and fundraising to deliver key goals.
- Work closely and professionally with communications and advocacy team to help build Focus Ireland brand and leverage all opportunities to develop awareness, engagement and supporter acquisition and to plan key PR and social media campaign elements for Focus Ireland campaigns.
- Work with any external agencies and 3rd party supports that are required to deliver the activities to represent Focus Ireland in the best light.

Budgets and Reporting

- Management of team costs and expenditure budgets on an on-going basis ensuring all activity is implemented within budget and within defined cost ratio's
- Coordination of key suite of reports to determine viability of each channel and line of fundraising portfolio

General

- Undertake any relevant work delegated by the Director of Fundraising and Marketing
- Participate as part of Focus Ireland's senior management organisation in cross-departmental working groups, management meetings and workshops as required
- 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 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

Essential Criteria

- Experience of managing large and complex direct marketing supporter programmes, and of managing large marketing budgets (across all channels)
- Highly developed leadership, management and team building skills
- Champion collaborative working and be able to implement change
- A proven fundraising or marketing manager with vision, insight and track record of delivering results.
- Strongly analytical with a proven track record in data-led approach to supporter development or large scale database management and direct marketing experience
- Professional communication skills, including excellent presentation skills
- Excellent interpersonal skills to lead and motivate staff, volunteers and s
- Strategic planning skills
- Knowledge of the charity market and the environment in which Focus Ireland works
- Hold a third level qualification

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.