

Title:	Corporate Campaigns Officer
Location:	Focus Ireland, High Street, Dublin
Reporting to:	Corporate Campaigns Manager
Type of Contract:	Full time, permanent

The Corporate Campaigns Officer sits within the Partnerships and Philanthropy Team, who are responsible for 23% of the overall fundraising target for Focus Ireland. The Corporate Campaign Team's objective is to increase significantly the revenue generated through our corporate campaigns.

This role will have specific responsibility for developing corporate campaigns and ensuring the professional delivery of sales and marketing plans. You will deliver an excellent donor stewardship experience.

The post holder will work to specific quarterly and annual sales and performance targets.

Main Responsibilities:

- Develop and execute aspects of TTL corporate fundraising campaigns including ATL, BTL, Digital and experiential to deliver on income targets and raise awareness of Focus Ireland's campaigns, including Shine a Light Night and other related campaigns.
- Project management - from concept through to implementation. Including the development of project plans; coordinating people and processes; ensuring all stakeholders work to set timeframes and budgets; tracking, monitoring and achieving KPI's; and identifying and minimising potential risks
- Event management – plan and execute events including Focus Ireland's flagship Shine A Light Night including; preparing and adhering to budgets; sourcing and negotiating with suppliers; operations support; promotional activities; problem solving; and analysing the events success and provide reports.
- Recruit and train telesales staff for recruitment of major campaigns, support them to achieve goals.
- Manage agency and supplier relationships, including creative, media and print to ensure the delivery of the best possible service for Focus Ireland, while ensuring value for money and adhering to best practice.
- Support the creative development process; ensuring products are on brand and on message.
- Work cross organisationally (PR, digital, international, segment leads to deliver quality campaign to strict deadlines within budget.
- Produce high quality audience specific communication materials including proposals, presentations, briefs, letters and email communications
- Lead on media buying and monitoring.

- Under the supervision of the Corporate Campaign Manager manage the allocation of budget across all digital marketing channels.
- Support in implementation of Focus Ireland's brand guidelines
- Build relationships across the organisation to ensure consistency of approach, delivery of campaign objectives and maximise contribution.
- Implement best practice CRM approach and incorporate all work into the management information system (Microsoft Dynamics)
- Work cross organisationally to collect content to support key fundraising initiatives.
- Management of donor experience and donor journey during campaigns and beyond.

Key requirements:

- Degree in Marketing or another relevant field
- Project Management qualification and experience.
- Strong experience in production and event management.
- Experience in campaign project management.
- Excellent communication skills both verbal and written
- Proficiency in Social Media and / or digital marketing
- Highly organized with ability to work under pressure, prioritise & multi task
- High degree of initiative, flexibility and creativity
- Experience of fundraising would be beneficial
- Proficiency in MS office suite

General:

- Undertake any relevant work delegated by the management team
- 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 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