



Job Description

Job Title: Head of Individual Giving Fundraising and Marketing

Job Location: Spencer Row, Dublin 1

Reports to: CEO

Responsible for: Team of 4 Individual Giving Managers and Coordinators

Job Holder: Vacant

Department: Ireland

Context:

Sightsavers' vision is of a world where no one is blind from avoidable causes and where visually impaired people participate equally in society. We are an international organisation working with partners in developing countries to eliminate avoidable blindness and promote equality of opportunity for people with disabilities.

Sightsavers Ireland is a key contributor to the global programme of Sightsavers which operates in more than 30 countries worldwide. The Sightsavers Ireland Fundraising team is responsible for raising over €6,000,000 annually through a mix of restricted and unrestricted income that is realised through a combination of Individual Giving, Major Giving and Institutional grant support.

Job Purpose

To lead on Sightsavers Ireland's Individual Giving Fundraising and Marketing program responsible for strategy development, budgeting and annual forecasting of all donor recruitment, retention and donor development, including making investment cases for long-term growth.

To have an overview of the entire fundraising programme; developing fundraising strategies and managing a range of activities across the whole supporter journey, from recruitment to legacies.

To be responsible for supporter care in Ireland, working closely with the Global Fundraising team, to ensure the highest standards of delivery of supporter services.

To take lead responsibility for the day to day running of the individual giving programme including line management of fundraising staff.

Principal Accountabilities:

1. To have an overview of the entire individual giving programme; developing fundraising strategies and managing a range of activities across the whole supporter journey. (30% of time)
 - Lead responsibility for strategic planning and co-ordinating all aspects of integrated marketing campaigns, across a range of channels such as Direct Marketing, Telemarketing and online DRTV, Legacies, Digital Community etc. working in collaboration with the Global Fundraising team

- To be responsible for operational plans for the development of individual supporters ensuring seamless transition from initial recruitment through to on-going tailored communications and retention programmes
 - To be responsible for developing an effective “integrated communications” programme for cash donors and regular givers, and to be responsible for data segmentation strategies and tailoring communications according to donor profiles
 - To develop and implement donor recruitment strategies including DRTV in order to achieve strategic goals laid out as part of the organisational strategic plan
 - To Manage oversight of supporter care for the Irish market to ensure highest standards are delivered and donor expectations are met
 - To work with the Global Digital team to produce campaigns that are fully integrated with online activities including online response tracking to offline campaigns
 - To conduct donor research, data analysis and profiling as appropriate, and interpret campaign results, in order to make improvements to future strategy and targeting. To identify and improve retention rates and lifetime value through data analysis, giving a greater return on investment in the long term
 - To be aware of trends affecting the charity marketplace for donor recruitment activity and direct marketing in general, identifying changes, predicting future trends and implications, and making recommendations as necessary.
2. To lead in the budgeting and annual forecasting of the programme, including making investment cases for long term growth (30% of time)
- Play a key role in the annual budgeting process – manage the forecasting on a monthly basis
 - Co-ordinate analysis of campaigns and constant development of present and future campaigns as a result of learnings
 - Ensure strong supporter engagement via the development of excellent donor operations and management of call centres
 - Be responsible for monthly reporting, collating results and reporting overall year to date income through management accounts.
 - To make best use of resources and ensure we lift and shift from Global team with maximum Return on Investment locally
3. To take lead responsibility for the line management of the Individual Giving staff (30% of time)
- Manage and develop the team through the annual appraisal process and regular one-to-one meetings. Be a positive role model, motivate and facilitate personal and professional growth and progression where possible.
4. Other duties where necessary (10% of time)
- Represent the organisation on Fundraising and Marketing both internally into Global HQ and externally
 - Play an active role on the Sightsavers Ireland management team
 - Attend all planning meetings and work closely with the Global fundraising, communications and digital teams
 - Negotiate with, manage and motivate key agencies and suppliers within their specific area of expertise and make recommendations to the head of individual giving for review where appropriate

The principle accountabilities are not meant to be an exhaustive list of tasks. The need for flexibility is required and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

Jobholder Entry Requirements - *the essential knowledge, skills and behaviours required*

Knowledge (Education & Related Experience):

- Significant experience in Fundraising or Direct Marketing including proven experience in devising and implementing successful direct marketing campaigns to mass market audiences activity using current best practice.
- Proven track record in generating significant fundraising income.
- Effective financial management, control and prioritisation of budgets, including annual planning, reforecasting, and presenting investment cases.
- Experience of devising and implementing segmentation, targeting and prompt strategies.
- Experience of managing creative, print and media agencies with practice in negotiating strong commercial agreements.
- Demonstrable experience of leading, managing, motivating and inspiring a team.
- Experience of working within an environment of constant change often working to very tight deadlines and potentially changing priorities.
- Experience of appraising new ideas and proposals and testing (or not) as appropriate.
- Experience of working for a not for profit organisation would be desirable
- Experience of developing integrated multi-media campaigns.

Skills (Special Training or Competence):

- Creative and innovative thinker, motivated by pushing the boundaries
- Proven ability to think strategically and translate concepts into effective action plans.
- Robust, confident, 'can-do' attitude that thrives on challenges and calm under pressure
- Excellent management and leadership skills with the ability to build strong relationships, based on mutual respect and trust, and ensure that the relationships thrive under pressure.
- Positive, results driven individual
- Excellent interpersonal and communication skills
- Strong analytical ability
- Proven strategy development, project management and planning skills
- An understanding of and commitment to equality of opportunity for disabled people.

Core Behaviours:

- Communicating & Influencing
- Team Working
- Planning & Organising
- Change & Improvement
- Decision Making
- Delivery and Implementation

Key Relationships

Internal

- CEO
- SI Management team

- 4x Individual Giving team
- Global fundraising team (UK Based)
- Global Communications and Digital team (UK Based)
- Supporter care, including database team (IE & UK Based)

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External

- Representative agencies (Cii, 2into3, CRA, DC)
- Donor Operations – Valdata
- All fundraising agencies – Telemarketing, , print etc
- Fulfilment house
- Creative agency

Date as of: September 2019