

Acquisition Manager (Maternity Cover)

Role Title: Acquisition Manager (Maternity Cover)	Reports to: Head of Fundraising	Date: March 2026
Department: Fundraising	Direct Reports: 1 Indirect Reports: External Fundraising agencies	Budget Holder: Yes
Location: ActionAid's current office is in Dublin 2. Hybrid working policy and set office days.	Contract: 10-month fixed term contract for maternity cover	Salary: €50,000 - €55,000 dependent on experience.

Context: ActionAid Ireland's [strategy 2022-2027](#) is to create a just and caring world where women's human rights are respected through addressing the structural causes of gender-based violence (GBV), promoting women's leadership in humanitarian contexts and amplifying feminist alternatives on economic and climate justice. Underpinning this is an ambitious income generation strategy to grow sustainable funding and support long-term impact.

The Acquisition Manager plays a key role in making this happen. By growing our supporter base and increasing fundraising income, you'll help grow our supporters to ActionAid's work and strengthen our ability to advance women's rights worldwide.

This is an exciting opportunity to shape and deliver innovative acquisition strategies across digital and offline channels like Face2Face fundraising. Your role will identify new audiences, test new products and campaigns, and optimise acquisition performance to build a strong and sustainable pipeline of supporters.

Working closely with colleagues across fundraising, communications and data insights, you'll bring together insight, creativity and strong project management to deliver campaigns that not only perform but connect and inspire new supporters to take action with ActionAid.

About You:

You're someone who enjoys making things happen. You're an excellent planner, stay organised, and keep campaigns moving forward. You have a very strong background in digital fundraising campaigns, and you know what resonates creatively with potential ActionAid audiences. You are very comfortable using data and audience insight to guide your decisions. You're comfortable managing others, giving clear direction while building a positive team dynamic. You have a clear commitment to ActionAid's mission and values.

Areas of Activity	Key Accountabilities and Deliverables
Management, Leadership and Strategy	<ul style="list-style-type: none"> • Ongoing development and delivery of ActionAid Ireland’s strategy to grow ActionAid Ireland’s supporter base and income. • Manage and optimise existing acquisition campaigns and products such as Digital Lead Conversion, PPC and Face-to-face fundraising. • Identify and test new acquisition opportunities and fundraising products to grow regular giving and supporter recruitment. • Manage annual acquisition budget process, including income and expenditure forecasting and KPI setting for acquisition activity. • Lead campaign planning, evaluation, and board reporting across key acquisition channels. • Manage and support the Digital Fundraising Coordinator.
Acquisition Fundraising	<p>Lead the planning, delivery and optimisation of core acquisition activity including:</p> <p>Digital acquisition:</p> <ul style="list-style-type: none"> • Paid digital acquisition programmes across social and PPC channels, including two-step (lead generation and conversion) campaigns and direct donation campaigns <p>Face-to-face:</p> <ul style="list-style-type: none"> • Face-to-face fundraising programmes across Door, Street and Private Sites. <p>Other campaigns:</p> <ul style="list-style-type: none"> • Rolling reactivation campaigns targeting lapsed supporters • Rolling upgrade campaigns to new regular givers • Emergency fundraising appeals • General email fundraising appeals to acquisition audiences • Support a small programme of community fundraising, including a limited number of participants in the 2026 Dublin Marathon. <p>General management:</p> <ul style="list-style-type: none"> • Monitoring performance and optimising campaigns, ensuring activity meets recruitment, income and ROI targets. • Track and analyse attrition across acquisition channels, using insights to refine targeting, messaging and supporter journeys to improve long-term value. • Manage relationships with external suppliers including creative agencies, telemarketing providers and

	<p>face-to-face agencies ensuring activity is in line with agreed KPIs and budgets.</p> <ul style="list-style-type: none"> • Work closely with colleagues across fundraising, communications and data insights to ensure aligned messaging and campaign delivery. • Collaborate with federation colleagues to source content and insights to support acquisition campaigns.
Supporter Journeys	<ul style="list-style-type: none"> • Ongoing development of supporter journeys for new donors, particularly during the first six months of giving to strengthen engagement and reduce early attrition. • Ensure fundraising journeys across digital channels are optimised for supporter conversion and retention • Work with the Retention Manager to ensure a strong transition from acquisition to retention programme and minimise supporter drop-off.
Legacy Marketing	<ul style="list-style-type: none"> • Lead legacy acquisition marketing, identifying target audiences and developing integrated campaigns across telemarketing, print and digital channels. • Work with fundraising team, especially Retention Manager and Philanthropy Manager to align legacy messaging and journeys • Monitor and respond to legacy queries, including relating to our Free Will service
Website	<ul style="list-style-type: none"> • Working with the Digital Coordinator, overall responsibility for website fundraising performance and efficiency, ensuring all communication on fundraising pages are aligned to ActionAid's core messaging and brand, as well as ensuring the website is performing optimally.
Your Values	<p>You share our passion to work towards a just, fair and sustainable world, where everybody enjoys the right to a life of dignity, freedom from poverty and oppression. You are driven by results and impact. You want to make a difference. You thrive when given autonomy, you know how to shape something for success. You care deeply about women's rights,</p>
Person Specification	<ul style="list-style-type: none"> • Three to five years' experience of digital supporter acquisition strategies, including lead generation, conversion optimisation and supporter journeys. • Hands on experience in planning, delivering, and optimising successful digital fundraising campaigns across Meta and Google Ads. • Strong understanding of current digital fundraising challenges, including changes to Meta that impact social and political advertising. • Experience managing external agencies, including face-to-face and telemarketing.

	<ul style="list-style-type: none"> • Creative thinker with the ability to identify new opportunities to reach and engage audiences. • Strong analytical skills, with experience using data and insights to inform campaign development and optimisation. • Passion and commitment to global justice and women’s rights. • A positive, inspiring and outcomes focused approach. • A high degree of initiative and self-drive.
Key Relationships	
Internal	Fundraising team, especially the Head of Fundraising, Digital Executive, Retention Manager, and Data Insights Specialist. Communications Manager, Policy and Campaigns Manager
External	Fundraising agencies, including creative agencies and suppliers. Federation colleagues. Colleagues in the Irish INGO Sector.
<p>What makes ActionAid different? ActionAid's approach is about empowering women to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women's rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. This is a committed attempt at reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it.</p>	
<p>This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated in line with organisational needs.</p>	