

Fundraising Development Manager - Job Description

Reports To

Chief Executive & Head of Finance

Summary

We are recruiting an individual with passion and purpose to join our organisation and lead the development of our fundraising strategy, with a focus on building sustainable committed giving income and maximising opportunities for people to engage and support our work.

The Fundraising Development Manager is a new strategic position within the Coeliac Society of Ireland (CSI). The successful person will be responsible for creating, managing, and delivering a comprehensive, innovative, and diversified fundraising strategy to support the vision and goals set out in the Society's strategic plan, partnering with institutional, corporate, and community partners, high net worth donors, and trusts and foundations.

The Coeliac Society Ireland has a strong and committed board, a small well established and supportive team, and a strong membership base. We are well positioned to scale our impact.

The Role

The Fundraising Development Manager will work to significantly increase voluntary income. This is an opportunity to develop a comprehensive and creative fundraising strategy, set budgets in collaboration with the Head of Finance and recruit a team of volunteers to support you. The successful candidate will be an experienced fundraiser who will deliver a donor development strategy to build up a sustainable income base - to include proposition development, campaign development, recruitment, retention, and ongoing communications with all donors across the entire fundraising portfolio.

The Fundraising Development Manager will be expected to expand our partnerships outside the retail sector to take full advantage of other corporate charity partnerships available. The Fundraising Development Manager will also lead out on trust and foundation applications to generate new funding for the Society. They will also be expected to develop a legacy giving strategy in addition to building a strong integrated fundraising element into our national annual events; Coeliac Awareness Week, Eat Well, Live Well in July, Annual Gluten Free Living Show, Annual Christmas Raffle.

Key skills

- Extensive experience in a Senior Fundraising Role with a strong track record in this area
- An experienced networker, proven negotiator and relationship builder with strong written and verbal communication skills and the ability to engage across many levels
- Proactive in leading, planning, organising, and running initiatives to meet the financial targets for this role.
- To be fully conversant with targets and to draw up a clear forward planning timetable of activity to deliver against those targets.
- To maintain control of the expenditure budget relating specifically to this role.

Strategic Planning & Budgeting:

- Lead the strategic development of the fundraising strategy to diversify income streams and deliver on ambitions of the Coeliac Society.
- In conjunction with the Head of Finance, input into the financial planning cycle providing forecasts aligned to plans and reforecasting as required.
- Deliver on the fundraising monthly and annual revenue targets, devising alternative plans if KPIs are not being delivered.

Campaign Development & Donor Acquisition

- Working closely with the CEO, the communications manager, and the dietetic & food promotion team, develop multi-stage acquisition strategies to develop overall regular giving programme that acquires and keeps donors over the lifecycle (to include direct marketing, telephone fundraising, advertising, and digital fundraising).
- Build a strong integrated fundraising element into our national 'Coeliac Awareness Week' to support our vital dietetic and food advisory and support group services.
- Digitise the community fundraising element of our national campaign to ensure income and engagement targets are met.
- Draft compelling trust and foundation funding applications, enabling the Society to continue and expand its work in awareness-building, advocacy, and patient services.

Donor Development

- Develop a strong committed giving value proposition for our membership base to develop sustainable income source
- Plan key communications to existing supporters to further engage them in the mission of the Coeliac Society and encourage higher level giving over the donor lifecycle.
- Develop engaging fundraising appeal propositions from concept to delivery to highlight the work of our services – project manage from proposition development, segmenting the data to post campaign analysis.
- Work with Communications team to map out donor journeys, develop targeted communications plans to develop integrated campaigns and proactively communicate and remind donors about planned and legacy giving.
- Test and develop digital fundraising campaigns
- Report on donor development KPIs, campaign responses and results.

Requirements

- A minimum of five years' experience gained at a senior level in a similar role
- A third-level business/marketing/fundraising qualification will be a distinct advantage
- Proven, extensive experience of direct marketing and donor/customer development strategies
- Strong financial and planning experience to be able to set appropriate fundraising goals, understand the requirements of the organisation to reach success, and set plans in place to achieve those goals
- Database experience and experience of segmentation, targeting and analysing results.
- Ability to work on own initiative and quick to learn while understanding that collaboration with the CSI team is crucial.
- Excellent computer skills, particularly in Microsoft Excel, Word, and PowerPoint
- Ability to host and attend member events nationwide – this will require working some evenings and overnights nationwide
- Excellent team player – need to have awareness of themselves within a team environment as the successful candidate will be entering into a tight knit, hardworking, results focused yet friendly team. A high level of emotional intelligence is required.
- Passionate about working to a high standard, doing a great job
- Knowledge of coeliac disease, dermatitis herpetiformis and non-coeliac gluten intolerance will be a distinct advantage
- Experience in a not-for-profit organisation/similarly structured charity is desirable

Benefits

- Excellent, flexible working conditions
- 25 days leave annually excluding bank holidays
- Competitive salary

- Support and encouragement towards obtaining professional qualifications relating to their job at CSI, offering financial assistance where possible and time off for study periods if required

This is a full-time position, Monday to Friday. The role will be office based at Dolcan House, 78/80 Tower Road, Clondalkin, Dublin 22, for three days a week initially, with 2 days working from home. Probation period is six-months. Induction and training will be provided

Coeliac Society of Ireland (“CSI”) needs committed and skilled employees to provide the best service for our members.

As employers, we strive to match their commitment with our own. We provide working conditions which recognise the diverse circumstances of our staff, and we invest in developing their skills for the benefit of the employee and the charity. We also offer a range of flexible working practices.

CSI is an equal opportunities employer, and we are determined to ensure that no applicant, employee, or volunteer receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.