

JOB DESCRIPTION

Communications and Fundraising Manager



Advertised January-February 2021

Background:

The Dyslexia Association of Ireland (DAI) is a membership-based organisation representing over 1,500 families and individuals all over Ireland. Its membership also includes teachers, psychologists and other professionals. DAI currently has a nationwide network of 27 Workshops offering local community based services. The Association has grown and developed over the past number of years and as awareness and identification of dyslexia grows, demands on the services also continue to grow. Therefore, this new appointment is being made in order to ensure that we can continue to grow and develop and meet the needs of those affected by dyslexia in a practical and meaningful way.

Summary of Role and Responsibilities

The Communications and Fundraising Manager will be part of a small national office team, and will co-ordinate all communications and fundraising activities in line with the organisation's overall strategy and implementation plans. It is anticipated that the role will have a primary communications focus in year one with a balance between communications and fundraising from year two onwards.

The Communications and Fundraising Manager will report to, and work closely with the CEO, as well as with other national office staff. The Communications and Fundraising Manager shall at all times act in accordance with the Constitution of the DAI, our strategic priorities and all current policies and procedures of DAI, including adherence to GDPR legislation and Data Protection.

Duties & Responsibilities:

Communications:

- Develop a clear brand strategy, including guidelines and relevant templates, and core messages which align to the organisation's vision and mission;
- Develop and deliver a Communications & PR strategy in line with the organisational strategy, to include development of relevant policies and procedures and a three-year implementation plan;
- Develop and deliver annual campaigns especially Dyslexia Awareness Week each October;
- Manage Website and SEO Development

- Responsible for Social Media monitoring and e-marketing — planning social content and maintaining the content calendar ensuring social media content is regular, relevant and engaging; engaging with social media followers to build relationships with the digital community and encourage engagement;
- Oversight of internal communication standards across the organisation, with particular regard to communication with the membership.

Fundraising:

- Develop and deliver a Fundraising Strategy with emphasis on the development of a detailed 'Case for Support' fundraising proposal in conjunction with the Communications & Fundraising sub-committee of the Board.
- Develop corporate philanthropy events and activities including development of a corporate partners' portfolio, major gift prospect management and public fundraising campaigns and events.
- Develop and deliver an annual programme of fundraising initiatives including Annual campaigns, Regional Events (Golf Classics, Coffee mornings, etc.), direct marketing campaigns using print and digital media etc.;
- Provide support to parents/service users/other parties who are fundraising for the organisation;
- Work with the CEO on completing grant proposals to Government Departments, the EU, Trust Funds and Philanthropic Foundations, and to corporate bodies;

Management & Administration:

- Develop and maintain a Customer Relationship Management (CRM) system, and ensure GDPR compliance;
- Prepare and provide reports on performance on a monthly basis for the CEO, and on a quarterly basis as part of regular reporting to the Comms. & Fundraising sub-committee and Board;
- Ensure that necessary general administration in respect of the role is carried out to high standards in line with DAI policies and procedures;
- Actively protecting DAI's integrity through honesty, sincerity and service to its members whilst promoting nationally the benefits of association with the DAI.
- Participating in such performance management processes, and related development activities, as may be considered by the management as relevant to the role.
- Undertaking any other duties as may reasonably be assigned by the CEO, from time to time, including willingness to support colleagues during busy periods.

Ideal Candidate:

This is an exciting new position within DAI, and an opportunity to make a valuable contribution to our work. The ideal candidate will be a motivated and professional individual who has a passion to build dyslexia awareness and raise both the profile of

DAI and much needed funds for our work. The successful candidate will be adaptable and comfortable working both on their own initiative, and as a strong team player. It is anticipated that the role will have a primary communications focus in year one with a balance between communications and fundraising from year two onwards.

- Five years' experience in communications, media, public relations, marketing or fundraising roles
- Relevant third-level qualification (Level 7/8 degree minimum) or educated to degree standard with substantial work experience in the listed areas
- Excellent communications skills – written, verbal and interpersonal, with an eye for detail
- Enjoy working at a fast pace and working on a diverse range of tasks
- Be organised, flexible, hard-working with a passion to provide excellent donor care
- Strong influencing skills and the ability to build relationships across the organisation and with key stakeholders
- Ability to manage resources and deadlines while maximising results
- Ability to work as part of a team, including willingness to support colleagues during busy periods
- Experience in the not-for-profit sector is an advantage

Terms:

- Flexible working - open to full or part time options.
- Contract of three years duration, with potential to extend.
- The role is subject to successful completion of a 6-month probationary period.
- The position is based at the association's national office in central Dublin, with remote work initially due to Covid. A mix of in-person and remote work is anticipated post-Covid in line with our flexible working policy.
- Salary negotiable depending on experience.

APPLICATION PROCESS

Candidates wishing to apply for this post should email their CV, and a short cover letter outlining their suitability for the role, to:

Rosie Bissett, CEO, Dyslexia Association of Ireland at ceo@dyslexia.ie

Key Dates

- The closing date for applications is **12 noon on February 24, 2021**.
- Interviews will be held online with shortlisted candidates in early March.