

Job Description: Fundraising / Direct Marketing Account Director

September 2021

Introduction

Ask Direct is Ireland's leading individual giving fundraising and direct marketing agency. For over 15 years, we have been helping some of Ireland's best and most dynamic non-profits to recruit tens of thousands of new supporters and raise millions of euro.

Our job is to inspire as many people as possible to take action for the causes they care about, because we'll only get a better world if people give their time, money and voice to build it.

We work with organisations on insight, ideas and execution that result in more people, taking more actions to create more impact.

We aim to build successful and profitable relationships with clients by hiring only the best people to deliver the best expertise.

Our current and recent clients include Alone, Arthritis Ireland, Barnardos, Cork Simon Community, Dogs Trust, Don Bosco Care, Irish Council for Civil Liberties, Irish Guide Dogs for the Blind, LauraLynn, Ireland's Children's Hospice, The Mater Foundation, National Women's Council of Ireland, South East Simon and Yeats Society Sligo.

We are now seeking to recruit a brilliant Account Director to join our team.

This is a fantastic opportunity to join a vibrant agency, work with some of the best charities in Ireland... and help to change the world just a little bit.

Job Description

Role:	Account Director
Salary Range:	€50,000 - €58,000
Closing date:	Friday 24 September 2021 at 12noon
Interview date:	Wednesday 29 September 2021

Purpose:

The purpose of the Account Director role is to take a results driven approach while leading the account team to ensure strategic success, delivery of high quality client campaigns, and the nurturing of client relationships at the highest level, while driving new business development opportunities.

The Account Director is a key mentoring role, enabling team members to reach their full potential, demonstrating passion and commitment in all aspects of the work.

Responsibilities:

1. Leadership and Management

- Help foster a positive working environment in which staff can thrive and develop to their fullest potential.
- Lead and manage an account team to ensure the best possible service to clients.
- Identify training and development opportunities for team members to enable them to reach their greatest potential.
- Provide mentoring, support and performance appraisal for direct reports.
- Conduct regular one-to-one progress meetings with direct reports.
- Carry out work at all times with integrity and honesty.

2. Client Management

- Act as a senior point of contact for clients.
- Deliver strategic management and nurture key client relationships.
- Lead key client meetings, briefings and presentations.
- Identify, negotiate and deliver new business opportunities from existing clients.
- Work with the account team to ensure the delivery of client work programmes.

3. Strategy & Planning

- Collate and apply learning from across the fundraising sector and beyond.
- Bring donor and consumer insight to bear on the strategic and creative processes.
- Contribute in a significant way to the strategic and creative thinking of Ask Direct.

- Analyse client and other data to provide creative insight and develop new strategies and approaches.
- Analyse key campaigns to identify potential to improve performance.
- Compile post-campaign reviews, and annual reviews of client work.
- Develop – with other relevant colleagues in Ask Direct – annual programmes and strategies for clients.
- Take a lead role - and ensure high standards are achieved - in the development of campaign and creative briefs.
- Work closely with other key colleagues to bring new thinking and ideas into client campaigns.
- Consistently take a results-driven approach, both to clients' objectives, and our own.

4. New Business & Marketing

- Adopt an entrepreneurial mind-set, always seeking new opportunities for Ask Direct and for our clients.
- Represent Ask Direct externally at conferences, seminars and other such events.

5. Learning & Development

- Take personal responsibility for own professional development
- Continually strive to improve your knowledge and skills.

6. General

- Support the work of colleagues to deliver Ask Direct's goals and objectives where appropriate.
- Carry out whatever other agreed tasks may be deemed necessary.

Person Specifications

We're only interested in hiring people who want to be the best.

We help some of the most important organisations in the country to raise the money they need to continue their astonishing work. We work hard, and we set high standards for ourselves. But we reward people who put the effort in and achieve successful outcomes.

The following attributes are essential:

You have excellent interpersonal skills and are comfortable working both on your own and as part of a small team. You're a problem-solver. You have good attention to detail and strong time management and organisational skills. You're comfortable working under pressure and to deadline. And you're able to deal with the unexpected whenever it inevitably arises.

You are a strategic thinker with at least five years' fundraising experience. You have proven expertise in direct marketing and a strong understanding of data, demonstrating a results driven approach to your work. You're computer literate, highly numerate and have excellent writing and presentation skills.

Experience in an agency or consultancy role is a distinct advantage. The successful candidate must be able to work in a highly pressured environment.

You have a passion for the not-for-profit sector and there's some part of the world that you want to change for the better.

You should have a respect for other people and a commitment to help create a stimulating and harmonious workplace, helping to lift those around you and ensure growth as a team.

You must be fluent in English.

Ask Direct is a small, dynamic company. The good news is that this means there'll be plenty of opportunities to learn and develop new skills. On the other hand, you'll need to be flexible and you'll be expected to get stuck in and do whatever tasks are required to ensure that projects are completed on time and to the highest levels of quality.

No matter what your role is within the organisation you'll need to answer phones, deal with mundane office tasks and, crucially, be a team player.

Conditions of Employment

An attractive salary commensurate with experience and in the range €50,000 to €58,000 will be offered to the successful candidate, depending on experience specific to this role.

Ask Direct operates a performance-related bonus scheme. If you contribute to our success as a company you'll share in the rewards.

All new employees are automatically enrolled in Ask Direct's pension scheme unless they choose to opt-out. Ask Direct matches employee pension contributions up to a maximum of 5% of salary.

Contract: Full-time, permanent contract. A probation period of six months will apply.

Hours of work: 35 hours per week. As work is deadline-driven you will need to be flexible and can expect that there may be some evening and weekend work.

In light on the ongoing Covid-19 pandemic, the successful candidate will need to be able to work from home (essential IT equipment will be provided). Once it is safe to return to the office, Ask Direct will be adopting a flexible hybrid working approach, with staff able to split their working week between the office and home. Ask Direct's office is on Parliament Street in Dublin, however consideration will also be given to fully remote working arrangements depending on the location of staff.

We strive to be a family-friendly workplace. We are happy to consider flexible working arrangements.

Annual Leave: 25 days.

Ask Direct has been officially accredited Silver by Investors in People for high performance in people management.

Application Process

Please read the application instructions carefully.

To apply, send a CV to Inga Byrne, inga@askdirect.ie together with a letter of application outlining:

- Why you'd like to work for Ask Direct, and
- How you'd contribute to the company.

The title of the role you're applying for should appear in the subject line of the email.

Closing date for applications is **12 noon on Friday 24 September 2021**. Late applications will not be considered.

Interviews will take place on Wednesday 29 September 2021.