

## **DIRECTOR OF DEVELOPMENT**

**Balmer Dawson Executive Search is proud to partner with the Mater Foundation in their search for a suitably qualified Director of Development to join their dynamic and collaborative team.**

The Mater Foundation (MF) is focused on raising funds to fulfill their mission to harness their supporters' kindness and generosity and work together with their partners to continuously transform and improve patient care at The Mater Misericordiae University Hospital. They will ensure that the Mater Hospital is at the forefront of research and innovation and is a leader in healthcare in Ireland.

This is a hugely exciting time to join the Mater Foundation having just completed a comprehensive strategic review. The organisation now has a 5 year roadmap to harness their success and implement this ambitious strategy for greater impact to fund vital transformational research, medical equipment and redevelopment. Being embedded in the hospital highlights their cause, and they see first-hand the impact of their work.

The strategy has been fully endorsed by an extremely committed board of directors who have fully supported the need for investment to drive future growth.

### **Role Purpose:**

Reporting to the CEO, the Director of Development will be part of the Senior Leadership team and will be responsible for managing the fundraising & communications team (currently a team of 5) and developing this team as required.

### **The Director of Development will:**

- Lead and direct all fundraising and communications operations to ensure existing and new business opportunities are developed and maximized.
- Work with the CEO to develop a fundraising and revenue generation strategy to deliver net income targets.
- Oversee the effective implementation of a sustainable strategy to deliver targets incorporating a diverse range of activities to include but not limited to corporate partnerships, major donors, direct marketing, digital fundraising, individual giving, events, community fundraising and philanthropic giving.
- Monitor and report on performance against KPI's and adjust plans to ensure delivery across all areas.
- Expand fundraising activities in new directions to ensure a sustainable, successful and diverse fundraising portfolio. Develop and submit proposals where required.
- Ensure excellent supporter care is in place to achieve optimum supporter retention.
- Ensure effectiveness and efficiency across all fundraising activity, maximizing return on investment.
- Ensure all appropriate policies and procedures are in place to manage all public fundraising initiatives and ensure compliance with best practice and regulatory requirements.

- Manage expenditure budgets on an on-going basis ensuring all activity is implemented within agreed budgets.
- Manage the organisation's wider communications activities and campaigns.
- Lead and oversee the day to day running of the communications function and line-manage the Communications and Marketing Officer to ensure timely delivery of communications objectives and targets.
- Build relationships across the organisation with the Board, current supporters, patients & their families and MF's wider stakeholder network.
- Oversee the organisation's media relations.
- Increase and develop brand awareness through compelling stories that shows MF's reach and reputation across the country.
- Represent the organisation externally at events, networking forums and in the media where required.
- Ensure production and dissemination of creative and strategically aligned information and materials that raise awareness of the MF, their work and their impact.
- Ensure that all fundraising initiatives receive publicity and promotions through appropriate communication channels.
- Contribute as a member of the Senior Leadership team to support and deliver on strategic direction, management and growth of the organisation.
- Take responsibility for decision making and risk management as part of the Senior Leadership team.
- Develop comprehensive communications plans in line with organisational strategic objectives
- Foster a team culture that is target driven, encourages accountability and innovation and a creative approach to problem solving.
- Assume responsibility for the recruitment, retention, development and training of the fundraising and communications team.
- Participate in MF's performance management system and engage in supervision and appraisals on a regular basis.
- Accept, advance and pursue any new objectives or responsibilities that may be assigned by the CEO including transfer of existing duties and/or reassignment to other responsibilities should the organisation so require.

#### **Essential Experience & Qualifications:**

- Third level qualification in Business / Marketing / Communications or other relevant studies
- 7+ years proven track record of success in senior leadership roles within a fundraising environment
- Experience leading, developing and motivating staff and volunteers
- Experience of creating and delivering fundraising strategies and annual work plans
- Effective project management skills including planning, implementation and evaluation
- Broad generalist fundraising skills at senior level and experience of a variety of methods of supporter acquisition
- Sound understanding of the principles of fundraising and strategic planning
- Experience of managing an organisation's communications function

#### **Essential Skills:**

- Strong understanding of the charity sector and codes of best practice in fundraising and governance in Ireland.

- Outstanding written and oral communications skills with an ability to communicate to different target audiences.
- Excellent story telling skills – writing and editing to create compelling fundraising materials, showcasing impact and strong case for support.
- Excellent interpersonal, networking and influencing abilities.
- Strong project management, people management, organisational and planning skills.
- Experience in digital marketing.
- Excellent analytical and commercial skills to identify and target new objectives.
- Strategic thinking capable of constructing, articulating and implementing annual development/fundraising plans.
- Strong IT skills including MS Office, CRM management (Raisers Edge), website and social media management.
- Strong experience in major donor, corporate and regular donor fundraising desirable.

#### **Person Spec:**

Confident personality, with a can-do approach.

- High level of emotional intelligence.
- Self-motivated, approachable, innovative and enthusiastic.
- Strong relationship management and interpersonal skills and the ability to work well within a team.
- Must be a self-starter with high levels of drive and resilience.
- Must have a flexible approach and a commitment to solution-based working.
- Excellent networking skills.
- Demonstrates a commitment to continuous improvement.
- Excited to work in a fast-paced creative environment with a commitment to the work of the Mater Foundation.

#### **Terms:**

- Attractive basic salary on offer in the region of €80,000-€85,000 (DOE)
- Full time
- 6 months probationary period
- 30 days annual leave
- 35 hours per week
- Pension entitlement after probationary period
- Training & Development support
- Professional membership fees

#### **Application:**

To apply, please submit your CV and Cover Letter (maximum one page) outlining how your motivation, experience and skills fit the role to **Gilly Balmer** or **Zena Dawson** at the following email address: [info@balmerdawson.ie](mailto:info@balmerdawson.ie)

**Closing date for applications is Friday 13<sup>th</sup> August at 5pm**

***The Mater Foundation is an equal opportunities employer***