



Role	Individual Giving Manager
Reporting to	Director of Development
Background and Context	<p>The Mater Foundation (MF) is focused on raising funds to fulfil our mission to harness our supporters’ kindness and generosity and work together with our partners to continuously transform and improve patient care at The Mater Misericordiae University Hospital. We will ensure that the Mater Hospital is at the forefront of research and innovation and is a leader in healthcare in Ireland.</p> <p>There has never been a more exciting time to join the Mater Foundation as we have just completed a comprehensive strategic review. The organisation now has a 5-year roadmap to harness our success and implement this ambitious strategy for greater impact to support the hospital in the best possible way, whether that’s through patient support, vital research, medical equipment or redevelopment. Being embedded in the hospital highlights our cause, and we see first-hand the impact our work has.</p> <p>This strategy has been fully endorsed by an extremely committed board of directors who have fully supported the need for investment to drive future growth.</p>
Role Purpose/ Summary	<p>Reporting to the Director of Development, this is an exciting new role within the organisation.</p> <p>The Individual Giving Manager will be responsible for developing and implementing our individual giving strategy in order to deliver significant growth in engagement and income from individuals. They will lead our regular giving, direct mail and supporter acquisition and retention programmes, ensuring timely communications and asks are mapped seamlessly throughout the year.</p> <p>The successful candidate will work closely with the Director of Development, the Digital Marketing Manager, the National Campaigns Manager and the CRM Manager to ensure an effective Individual Giving strategy is in place.</p>
Principal Duties and Responsibilities	<p>The Individual Giving Manager has one direct report.</p> <p>The Individual Giving Manager will:</p> <ul style="list-style-type: none"> • Manage the delivery of the Mater Foundation’s individual giving programme, including direct marketing, telemarketing, regular giving, supporter communications, tax-back campaigns, legacies and online income. • Manage all aspects of face-to-face direct recruitment, including agency management, upgrade, retention and reactivation strategies and the regular giver recognition programme.

- Work with Communications and Marketing Officer to identify patient impact stories.
- Manage annual direct mail programme and work with agencies, printers and fulfilment houses on campaign briefs, creative concepts, copy and artwork.
- Manage and track expenditure budget effectively.
- Manage and track set income targets and KPI's and be willing to adapt strategy if needed.
- Coordinate and manage the planning, preparation and implementation of schedules for cold acquisition and retention appeals and campaigns.
- Develop and manage legacy giving and in-memory giving.
- Complete in-depth post campaign analysis of all individual giving campaigns in order to learn, grow and improve our approach, narratives and asks.
- Build meaningful relationships with current supporters, patients, families and the Mater Foundation's wider network of stakeholders in order to report on impact.
- Work closely with the CRM Manager to ensure all supporter details are captured accurately and with adequate consents.
- Provide operational and strategic support to ensure that the best data protection principles are adhered to.
- Develop robust supporter journeys for all individual segments.
- Supply the Director of Development with timely and accurate progress reports.
- Work closely with the Donor Care and Operations Team to ensure excellent supporter care is in place to achieve optimum supporter retention.
- Be an active member of the management team working to deliver key objectives and goals in line with the strategic plan.
- Ensure all direct reports are managed and supported effectively and in line with HR staff policies.
- Keep fully abreast of developments in fundraising and the activities of other charitable organisations to identify market gaps and new opportunities.

Qualifications and Experience

Essential Experience & Qualifications:

- 3rd level qualification in a relevant discipline
- 3 + years' solid, demonstrable experience and successful track record at senior level in fundraising

Essential Skills, knowledge and abilities:

- Technical knowledge and experience in direct marketing and database management
- Experience managing a high performing direct mail programme.
- A demonstrable understanding of how to deliver high levels of customer service and care.
- Good understanding of the charity sector and the 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 interpersonal, networking and influencing abilities.
- Strong project management, people management, organizational and planning skills. Experience in Digital Marketing a direct advantage.
- Excellent analytical and commercial skills to identify and target new opportunities.
- Strong IT skills including MS Office; CRM management (Raisers Edge experience an advantage); website & social media management.

Person Specification

- A confident personality, with a can-do attitude.
- 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.
- Flexible approach to working – on occasion there may be a need to work outside your core hours.
- Excited to work in a fast-paced creative environment with a commitment to the work of the Mater Foundation.

Terms

Full-time
 Agile Working Policy (remote working as agreed with line manager)
 6 months probationary period.
 23 days annual leave & 2 gifted days & public holidays
 35 hours per week
 Pension entitlement after probationary period
 Access to Employee Assistance Programme
 Bike to work scheme



To apply

Please send a cover letter (maximum one page) outlining how your motivation, experience and skills fit the role and an up-to-date CV to info@elmcastleconsultancy.ie . Please insert **Individual Giving Manager** in the subject line. Only those selected for interview will be contacted.

For informal enquiries please contact rduffy@materfoundation.ie

Closing Date

5pm Friday 10th December 2021.