



Role	<b>National Campaigns Manager</b>
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 role is a key role within the fundraising function and will be responsible for leading out on the organisation’s existing campaigns and community events. The National Campaigns Manager will also be responsible for developing and implementing new and innovative fundraising campaigns in order to drive income growth and advance patient care in the hospital.</p> <p>The successful candidate will work closely with the Director of Development, the Digital Marketing Manager, the Communications and Marketing Officer and the wider fundraising and donor care team to ensure all messaging and marketing collateral is unified and on brand.</p> <p>The National Campaigns Manager currently has 2 direct reports.</p>
Principal Duties and Responsibilities	<p><b>The National Campaigns Manager will:</b></p> <ul style="list-style-type: none"> <li>• Project manage all fundraising campaigns to ensure that all existing and new supporter opportunities are developed, nurtured and maximised.</li> <li>• Research, scope and implement new innovative campaigns and events to grow income and advance patient care in the hospital.</li> <li>• Look for ways to inflate the Mater Foundation’s successful digital challenges with offline traditional fundraising methods.</li> <li>• Manage and track expenditure budget effectively.</li> </ul>

- Manage and track set income targets and KPI's and be willing to adapt strategy if needed.
- Contract and manage external agencies and suppliers to ensure projects meet agreed objectives, ensuring cost effectiveness.
- Work with agencies, printers and fulfilment houses on campaign briefs, creative concepts, copy and artwork.
- Complete an in-depth post campaign analysis of all campaigns, events and community initiatives in order to learn, grow and improve all systems, processes and ROI.
- Manage development of creative content, along with Communications and Marketing Executive, that will engage, acquire and retain supporters.
- Build meaningful relationships with current supporters, patients, families and the Mater Foundation's wider network of stakeholders in order to report on impact.
- Ensure adequate supplies of campaign materials; packs, t-shirts etc are sourced and delivered in a timely fashion.
- Ensure CRM is updated in line with best practice and all supporter details are captured accurately and with adequate consents.
- Work closely with CRM Manager to develop supporter journeys and content workflows for key campaign and event audiences.
- Support the Director of Development by supplying timely and accurate reports at key campaign stages and timelines.
- Work closely with the Donor Care and Operations Team to ensure excellent supporter care is in place to achieve optimum supporter retention.
- Work closely with the Director of Development to ensure that appropriate policies and procedures are in place to manage all public fundraising initiatives and ensure compliance with best practice and regulatory requirements.
- 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:**

- A recognised third level qualification in a relevant field.
- 3+ years track record of success in similar role within a fundraising environment preferably.

**Essential Skills, knowledge and abilities:**

- 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 of 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](mailto:info@elmcastleconsultancy.ie) . Please insert **National Campaigns Manager** in the subject line. Only those selected for interview will be contacted.

For informal enquiries please contact [rduffy@materfoundation.ie](mailto:rduffy@materfoundation.ie)



Closing Date

5pm Friday 10<sup>th</sup> December 2021.