

## **Job Description**

<b>Title:</b>	Donor Care Executive
<b>Reporting to:</b>	Head of Fundraising & Marketing
<b>Type of Contract:</b>	Full Time, Permanent
<b>Location:</b>	DEBRA Ireland, Butterfly Cottage, 8 Clanwilliam Terrace, Dublin 2

DEBRA Ireland is an ambitious, patient-led charity with a powerful case for support. Established in 1988, we provide patient and family support services and drive research into treatments and cures for those living with the genetic skin condition, epidermolysis bullosa (EB). EB is an extremely severe and painful, rare, skin-blistering condition, which leaves the skin as fragile as the wings of a butterfly. Even gentle contact can cause devastating wounds. EB has been described by a Consultant Dermatologist in Our Lady's Children's Hospital as "easily the most debilitating and devastating disease I have ever seen." Many of our patients who survive childhood face the frightening reality that they could develop a very aggressive form of skin cancer, due to the constant breakdown of their skin.

With the expansion and adaptation to our fundraising portfolio over the past year, our donor base has grown significantly as we build on our direct marketing activities. This role will play a vital part within the fundraising team, leading the management of our direct mail programme and donor communications journey, increasing the value and length of support from existing and new supporters across a range of in-person, print and digital channels.

## **Main Duties and Responsibilities**

### **Donor Care**

- Working with the Head of Fundraising & Marketing, manage the implementation of DEBRA's individual donor relationship fundraising function.
- Take ownership of the development and roll out of donor journey communications to improve donor retention, repeat gifting and income KPI's.
- Manage set up, creative management, production and data targeting of supporter impact and retention campaigns including new supporter newsletter, supporter surveys and ongoing journey development
- Collaborate with Digital & Communications Officer to create content for online advertising and targeting campaigns to integrate and elevate our direct marketing messaging across multiple channels including Facebook, Instagram, LinkedIn & Twitter.
- Manage specific email campaigns and online donor journeys from beginning to end, including planning timelines, defining data, drafting copy and building emails. Work with Fundraising Administrator and Digital & Communications Officer to manage data requirements, schedule dispatch and analyse campaign performance.
- Set up of new welcome journeys including targeting, segmentation and creative for cash and regular giving donors.

- Work with Head of Fundraising & Marketing on development and implementation of bespoke gift acknowledgements in line with welcome journeys, donor contact preferences, method of giving and giving history.

### **Direct Mail**

- Lead on all Direct Mail communications and appeals for the team, including new donor acquisition campaigns, project managing all aspects from data selection to creative development and print management.
- Work closely with DEBRA's external suppliers and providers such as creative agencies and printers, developing excellent working relationships.
- Analyse and segment the pool of donors and create tailored approaches based on best practice to recruit, retain and increase the base of support.
- Analyse and report on all Direct Mail communications with a view to continuously improving response rates, average gifts and return on investment.

### **Regular Giving**

- Collaborate on the development and implementation of a Regular Giving programme, ensuring excellent donor care and identifying opportunities for upgrade and reactivation campaigns.
- Working closely with the Head of Fundraising & Marketing in the exploration and development of a regular giving acquisition plan, assisting in the planning and implementation of future campaigns.

### **Fundraising Team Support**

- Be fully competent at all aspects of donation processing onto our database, including postal, phone, website and online giving platforms such as JustGiving, Facebook etc., to be the first support to our Fundraising Administrator during peak times for gift processing.
- Contribute and collaborate with the fundraising team on the development, planning and strategy of DEBRA's Fundraising and Marketing activities.
- Identify opportunities to design, test and implement new campaigns including; DRTV, New Donor Acquisition, Face to Face.
- Collaborate with all internal teams, departments and external agencies as appropriate to build and develop relationships.
- Provide support to other fundraising team members and the wider DEBRA Team where needed.

### **Person Specification**

- Minimum two years' experience in a fundraising role or similar.
- Excellent communications and interpersonal skills with proven experience building relationships with supporters, and a passion for making donors feel valued, engaged and connected.
- Experience in database management and data extraction and segmentation. Knowledge of RE NXT an advantage.
- Excellent planning and organisational skills with proven ability to manage multiple projects, prioritise time and resources and thrive in a fast-paced, dynamic working environment.
- An ability to work under pressure and maintain meticulous attention to detail and accuracy.

- Exceptional and engaging written and oral communication skills.
- Strong proficiency in all Microsoft Office tools, especially Excel and Word.
- Proven ability to work both independently and collaboratively within a team environment.
- Warm, collaborative, enthusiastic and positive attitude.
- Flexible and adaptable.
- Fluency in written and spoken English essential.
- Degree level education or equivalent is desirable.

## **Applications**

Please email your CV and accompanying cover letter to [michelle@debraireland.org](mailto:michelle@debraireland.org), by 5pm on Wednesday, 12<sup>th</sup> May 2020. Please ensure to include the following title in the subject line of your email 'Application for Donor Care Executive'.

As our fundraising team adapts to the current environment, and this is an evolved role with a new job description, flexibility will be required as the role develops. Management reserve the right to amend or change this job description as required.

Position is subject to Garda Clearance.