



FUNDRAISING

Job Title:	Head of Donor Marketing
Reporting to:	Group Head of Fundraising & Development
Responsible for:	Senior Fundraising Officer, Fundraising Officer, Data Analyst Officer, Fundraising Administrator x 2
Location:	Dublin

Job Purpose:

The postholder is responsible for the management, development, and implementation of our individual giving fundraising strategies to maximise future income for Dogs Trust Ireland. The Head of Donor Marketing will be personally responsible for maintaining stable growth in excess of €5,000,000 per annum through individual and legacy fundraising and best practise in donor marketing.

About the Department and role:

Dogs Trust focused on Direct Recruitment for initial growth and until recent years our donor base was 97% regular-giving. As our charity grows, our fundraising departments' objective is to maintain our strong core base and activities, while also diversifying our donor portfolio through growth in Digital, Philanthropy and Corporate Partnerships and Legacy Fundraising. The Fundraising Department has gone from strength to strength over the last 5 years reaching their goal to double income to 5M per year from 2015-2020 one year ahead of target. In 2021 the department raised almost 7.5M.

The generous grant we receive from Dogs Trust in the UK has been steadily reducing in recent years, and we hope that by 2025 we will be well on our way to being self-funded. We have entered our next ten-year strategic period during which we aim to move towards financial self-sufficiency.

As Head of Donor Marketing, you will have full accountability for acquisition and retention of individual giving supporters. You will be accountable for significant income generation targets through the management of our regular giving & sponsorship, direct marketing, tax-efficient giving, telemarketing, community fundraising events and retail programmes. You will be responsible for the management, growth and strategic direction of our legacy fundraising and our retention programmes. The role will provide expert leadership, further developing our strategies for stable growth within our core fundraising channels. You will have an extensive and highly developed specialist fundraising knowledge at a senior level.

A proven background in delivering effective large-scale individual giving programmes is essential, as well as proven background in large scale budget management and people management at a senior level. In addition, you will be self-motivated; high performing, and a proven strategic thinker with experience of developing and implementing strategy. You will have outstanding interpersonal relationship management and leadership skills.

Key Job responsibilities	Approx portion of time*
<p>Strategy, Planning & Delivery: Develop, under the guidance of the Group Head of Fundraising & Development (GHFD), and lead the Donor Marketing team to develop and implement a long-term strategy for maximising stable fundraising income. This will ensure delivery of annual income targets from individual giving and legacy income streams. Activities will include, but are not limited to:</p> <ul style="list-style-type: none"> - Further develop, test and implement a broad range of successful products and giving opportunities to engage new audiences and uplift existing supporter relationships. - Responsibility for the development and implementation of a strategy to leverage all available channels to target and engage the public, to maximise supporter and prospect supporter acquisition to Dogs Trust; including but not limited to Once-off supporters and Regular Givers/Dog Sponsors. - Commission research and data analysis with known and new audiences to support Donor Marketing and Recruitment strategies. - Commission research and analysis to monitor the effectiveness of core fundraising programmes and external partner agencies. - Turn strategy into workable tactical plans that deliver impact, developing ambitious KPI's - Work with the Head of Development to integrate philanthropic and corporate income streams within existing and new fundraising campaigns. - Work with the fundraising management team to integrate our core fundraising strategies into the charity's strategies and initiatives. Champion fundraising across Dogs Trust so staff across the charity understand the requirements of Fundraising in their day-to-day work. - Lead the strategic development of individual fundraising and legacy pipelines (prospects and current supporters) ensuring we maximise our networks to drive income and wider opportunities for the charity. - Work closely with the Group Head of Fundraising & Development, Executive Director and other heads of department to further develop and refine the fundraising strategy, ensuring initiatives are reviewed and refined on a regular basis. - Collaborating with internal departments and external partners to develop any necessary improvements to the Dogs Trust CRM to meet legislative and regulatory requirements, and improve efficiency and the effectiveness of our fundraising and donor marketing programmes. 	35%
<p>Financial and Performance Management:</p> <ul style="list-style-type: none"> - Manage and update effective systems to monitor income and expenditure against budget on an ongoing basis - Review the performance of the Donor Marketing team's income streams at an individual channel, programme or supplier level to determine optimum effectiveness. Manage and update effective systems to evaluate and report on secondary performance indicators that influence success. - Develop, manage and update effective systems that evaluate, and report agreed KPI's across the Donor Marketing team - Support the Finance department to ensure that proper financial procedures are in place to ensure invoicing, and banking of donations and financial reporting are delivered to supporters as required, and that these procedures are being adhered to. - Remain up to date on the relevant legislation to ensure we are meeting all appropriate fundraising regulations and compliance measures. - Liaise with the appropriate professional bodies, agencies, regulators and associations as appropriate. - Remain up to date with relevant external market, channel and product changes that may present an opportunity to Individual Giving and Legacy fundraising strategies. 	30%

<p>Brand & Experience:</p> <ul style="list-style-type: none"> - Oversee and sign-off on the production of excellent, supporter-focused, content, acting as a brand guardian for the department. - Ensure fundraising content protects and promotes the image and identity of charity, and enhances the supporter experience. - Ensure that all activity supports and enhances the Dogs Trust brand and is consistent with the charity's values. - Ensure that systems are in place to protect the Dogs Trust IP and ensure they are not being infringed or used out of contract; and work with relevant partners to take appropriate remedial action where infringement is identified. - Ensure that staff and volunteers have a clear understanding of the Dogs Trust brand and values and their role in ensuring its communication to supporters and customers. - Ensure that staff and volunteers understand their role in ensuring the delivery of the best supporter experience when interacting with supporters and the public. 	15%
<p>Staff & Volunteers:</p> <ul style="list-style-type: none"> - Recruit and develop the Donor Marketing team capable of delivering the core individual giving, retention and legacies fundraising strategies. - To lead and inspire the Donor Marketing team to develop the most effective fundraising propositions and supporter experience to generate sustainable income growth. - Ensure the Donor Marketing team deliver best practice in all areas of their fundraising, and that legislation and regulations are adhered to. - Ensure that all staff have a clear understanding of their roles and are suitably trained in all areas necessary for the delivery of these roles. Undertake all performance management including ongoing 1 – 1, appraisals, identification of development needs and dealing with any issues that may arise with advice and guidance from HR. 	15%
<p>General:</p> <ul style="list-style-type: none"> - Represent the Donor Marketing team on the Fundraising Management Team and work collaboratively with managers across all departments - Act as an ambassador for Dogs Trust externally and within the charity, building strong relationships to ensure that Fundraising is supported fully within the charity. - Undertake other duties as required by the Group Head of Fundraising & Development 	5%

*For guidance only

Other key areas of activity:
Management of Resources: All employees are responsible for managing their own time and resources.
Financial Responsibility:
Responsible for setting and managing a significant budget with expenditure approval ensuring that we spend our supporters' donations in the most effective way possible Overseeing the management of contracts for several key suppliers.
Management of people
Management of direct reports and indirect management of wider team Management of the relationships for key suppliers and contracts.
Management of external contractors and suppliers.
Health and Safety: All individual employees have a duty of care of their own health and safety and that of others who may be affected by your actions.
Responsible for the health and safety of staff and work areas within their remit.
Data Protection: All staff are responsible for ensuring they understand and apply the rules and policy for data management.
<ul style="list-style-type: none"> - As Data Champion for the Fundraising Department, you have overall responsibility for data compliance and quality across all fundraising channels. This includes remaining up to date on the relevant legislation to ensure we are meeting all appropriate regulations and compliance measures. - Responsible for the appropriate and legitimate processing and storage of data within your remit and for the confidentiality of information stored.

- Responsible for the appropriate fulfilment of data processing contracts by third parties in relation to supporter activities.

Major internal and external relationships:

Group Head of Fundraising & Development and Head of Development. Executive Director and Board as required. Group Head of Operations, Veterinary & Behaviour, Head of Communications, and other management staff in Dogs Trust relevant to the delivery of the fundraising strategy. Key external suppliers.

Person specification:	A	I	E
Educational qualification, skills, experience and behaviours			
Educated to degree level or equivalent professional experience	X	X	
Proven track record of developing-and leading an individual giving and donor marketing function	X	X	
Proven success in innovation and driving stable fundraising growth in excess five million euros per annum	X	X	
Specialist knowledge and experience in legacy marketing	X	X	
Proven strategic thinker with strong track record of strategy development and implementation	X	X	X
Proven relationship management skills, working in collaboration with multiple stakeholders	X	X	
Extensive supplier management experience and proven experience negotiating and finalising contracts	X	X	
Outstanding analytical skills and experience to turning insights into strategy	X	X	X
Results orientated with a real drive and passion for delivering results in a growing business	X	X	X
Self-Starter and change maker, confident to work with the minimum of supervision.	X	X	
A leader with excellent people management skills and a proven track record of leading diverse teams, covering multiple functions	X	X	
Proven experience of creating a positive culture, managing and motivating others to work successfully as a team	X	X	
Proven experience of developing and managing large budgets	X	X	X
Exceptional communications skills, both in creating and compiling content and reporting, and face to face	X	X	
Strong skill in Microsoft Office suite and CRM experience	X	X	
Exceptional eye for detail, good judgement and understanding of how creative will motivate and engage audiences	X	X	
Comfortable with a role that involves travel and weekend work on occasions	X	X	
Full, manual driving licence	X	X	
A passion for dogs and animal welfare. Sympathetic to the values and mission of Dogs Trust	X	X	
Updated: September 2022			

The duties in this job description may change from time to time following a review and in discussion between the post holder and Line Manager / Director.