



THE Alzheimer
SOCIETY OF IRELAND

Individual Giving Officer – National Office

The Alzheimer Society of Ireland works across the country in the heart of local communities providing dementia specific services and supports and advocating for the rights and needs of all people living with dementia and their carers.

Our vision is an Ireland where people on the journey of dementia are valued and supported.

A national non-profit organisation, The Alzheimer Society of Ireland is person centred, rights-based and grassroots led with the voice of the person with dementia and their carer at its core.

The Alzheimer Society of Ireland (ASI) is placing additional emphasis on the area of Individual Giving, and we are currently recruiting an **Individual Giving Officer** to support our Fundraising team. This is a permanent role.

This position requires an ambitious, dynamic, self-motivated and target driven individual who can form excellent working relationships.

Reporting to the Head of Fundraising the position will support The Society's Fundraising programme while working with the Fundraising and Communication teams.

To apply for this role, you will need to have a minimum of at least 3 years of experience in fundraising, with a strong focus on individual giving, donor acquisition, and retention.

A relevant third level qualification in business, marketing or another related discipline is desirable.

A detailed job description for this role is available on www.alzheimer.ie

To apply for this position, please submit a full and up-to-date CV and cover letter detailing why you believe you would be suited to this role to recruit@alzheimer.ie

Closing date for applications is **Friday 1st November 2024**.

The Alzheimer Society of Ireland is an Equal Opportunities Employer.

JOB DESCRIPTION

Purpose of Position:

The Alzheimer Society of Ireland (ASI) is placing additional emphasis on the area of Individual Giving, and we are currently recruiting an Individual Giving Officer to support our Fundraising team.

Main Duties and Responsibilities:

- Work with the Head of Fundraising to plan, develop and implement new campaigns to recruit individual supporters and develop income through direct marketing activity, considering audiences, products, propositions and channels.
- Support with the strategic development of the donor retention programme – with the purpose of deepening the engagement of existing and new supporters.
- Create a programme of appeals and other fundraising communications through mail, email and digitally to raise income from individual donors across the year.
- Work with agencies, suppliers and in-house resources to campaign-manage donor appeals.
- Liaise with the Communications, Operations and Advocacy teams and other staff to create stories and case studies for appeals.
- Create donor communications and appeal thank you letters.
- Manage ASI's Tax campaign including direct mail, telemarketing and admin.
- Develop a detailed understanding of the fundraising database and how donor details are stored and used.
- Ability to create appeal data specifications for campaigns.
- Provide reports on performance of appeals and written plans at intervals, for internal meetings and to the Head of Fundraising.
- Oversee the design, print and production of direct marketing activity, negotiating on bought services and ensuring invoices are in accordance with quotes.
- Monitor campaign performance seeking continuous improvement of campaigns through research, testing and evaluation.
- Sustain the development of our newly introduced Legacy Programme.



- To respond to enquiries from the public, volunteers, fundraisers etc. (by phone, mail and in person) including responding to requests for information and material etc.
- Implement plans for new fundraising and cultivation activities to broaden the existing donor base and increase funding levels
- Keep up to date with developments and opportunities in the fundraising sector.
- Perform key administrative tasks including weekly reporting and database handling and management.
- To work within national ASI policies & procedures and to adhere to legal frameworks. To handle cash, banking, acknowledging and receipting of income in accordance with ASI policies and procedures.
- To carry out any other ad hoc duties that may be assigned from time to time.
- To act in the best interests of The Alzheimer Society of Ireland, acting as an ambassador for The Society in line with our vision and mission.

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.

PERSON SPECIFICATION:

This position requires an ambitious, dynamic, self-motivated and target driven individual who can form excellent working relationships.

Required Knowledge / Experience:

- Minimum of 3 years' experience in a similar fundraising role.
- Demonstrable ability to achieve and exceed set targets/goals.
- Prior experience of project managing a range of direct marketing activities including direct mail, inserts and digital.
- Prior experience of using a fundraising database to segment and select data, produce reports and information analysis.
- Experience of basic copywriting to produce fundraising letters and to enable supervision of external creative teams.
- Excellent interpersonal, networking and relationship building skills, including the ability to represent ASI to supporters and internal and external stakeholders
- Strong understanding of financial planning and budgeting.
- A third level qualification in a relevant discipline such as Fundraising, Communications, PR or Marketing.

Skills/Competencies:

- Very strong Interpersonal skills.
- Excellent verbal and written communication skills.



- Good attention to detail, in particular accuracy in written work.
- Results focused with strong organisational skills.
- Excellent IT skills and experience of marketing via Social Media (previous use of Salesforce an advantage).
- Negotiation and influencing skills.
- Account handling or similar experience.

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