



MEDECINS SANS FRONTIERES (MSF) IRELAND

JOB DESCRIPTION

Job Title:	Individual Giving Manager (Maternity Cover)
Hours:	40 hours per week
Duration:	6-9 month contract
Reports to:	Senior Fundraising Manager
Manages:	Supporter Services Administrator
Works closely with:	Fundraising Team, Communications Team, Supporter Development Manager UK, International Loyalty Working Group
Location:	Dublin
Salary Grade:	Grade 4.1
Salary:	€49,046.68 per annum

MÉDECINS SANS FRONTIÈRES

Médecins Sans Frontières/Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organization, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF relies on donations from private individuals and organizations for the majority of its income. This private funding gives MSF the freedom to respond where the need is greatest and speaking out publicly when we witness acts of violence and unacceptable suffering, free from any political interference.

MSF has around 40,000 local and international staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including the UK and Ireland, spread across Europe, North and South America, Asia, Africa and Australasia.

At MSF UK/IE, we support our projects by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalyzing change on medical humanitarian issues, and recruiting staff for field operations. MSF UK/IE personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

MEDECINS SANS FRONTIERES (MSF) IRELAND

The Irish office works in a highly integrated manner with MSF UK, and is focused on the core activities of fundraising, recruitment, representation and awareness-raising of our mission among the Irish public. Twelve years after its opening, the Dublin office is staffed with general management, communications, advocacy, fundraising and recruitment. In addition, we have several office volunteers who assist on a regular basis with fundraising, administration and recruitment. MSF Ireland aims to recruit quality field staff from specialized professions to meet operational needs within the MSF movement.

FUNDRAISING DEPARTMENT

MSF Ireland has achieved significant growth in private income in recent years through active recruitment activities and emergency appeals. There continues to be opportunities to obtain further market share and growth within Ireland, and amongst target groups.

In the coming strategic period, MSF Ireland will focus on the continuation and scaling up of existing fundraising activities such as emergency appeals, recruitment and retention of regular donors, and the development of a major gifts programme.

The Dublin office is currently staffed with 10 full-time and 2 part-time posts, with support from office volunteers and interns. The fundraising team consists of six people, including Senior Fundraising Manager, Major Gifts Manager, Individual Giving Manager, Data Insights & Supporter Care Coordinator, Digital Fundraising and Marketing Co-ordinator and Supporter Services Assistant.

JOB PURPOSE

The Individual Giving Manager supports the Senior Fundraising Manager in development and implementation of Fundraising strategy which includes developing and building MSF's individual giving programme, overseeing all fundraising communications with donors, maintaining effective relationships with individual supporters and developing strategies to attract other audiences to maximise potential income.

The individual giving programme has been designed to increase and improve the Lifetime Value of MSF supporters through regular communication enhancing supporter knowledge and understanding of humanitarian action and an awareness of the importance of their individual continued support to MSF.

The role will work collaboratively with the Communications Manager and team, to ensure the fundraising and communications objectives and activities are integrated and met.

MAIN DUTIES AND RESPONSIBILITIES

Planning and Strategy

- Plan, develop and deliver donor development and recruitment campaigns, including supervising the execution of the mid-level giving, individual giving and regular giving donor programmes i.e. the donor fulfilment programme, tax programme, telemarketing, direct mail, Face to Face fundraising, DRTV etc.
- Design and develop a strategy to incorporate a campaign schedule outlining all development marketing activities, including audiences, costs, volumes, response rates and average gift working closely with the Senior Fundraising Manager and as part of the Fundraising Annual Plan process
- Coordinate and manage the planning, preparation and implementation schedules for acquisition and retention appeals and campaigns.
- Develop both the Campaigns and Supporter Services annual plans, with the support of the Senior Fundraising Manager, ensuring the plans fit into and achieve the objectives of the 5-year strategic plan.
- Plan and deliver donor retention strategies across MSF encouraging donor retention and loyalty including ensuring the donor care programme is optimised and supported by the production of donor content to maximise retention.
- Collaborate with the UK Fundraising Team to produce artwork and copy for print campaigns.
- Execute an Emergency Appeal, ensuring that donor retention and reactivation is managed and optimised as and when the need occurs.

Decisions

- Project manage all fundraising campaigns from beginning to end including concept, design and print, data brief, supplier management and follow up.

- Streamline all fundraising content across multiple channels, ensuring consistency and quality along the donor journey ensuring that fundraising performance is measured with performance indicators.
- Oversee the production of supporter content to maintain supporter loyalty and giving. Working closely with the Supporter Services Assistant to ensure continual reviewing, revising and improving material sent to supporters.
- Implement and deliver activities to manage the supporter life cycle including retention, reactivation and upgrading of donors
- Manage Donor Journey Mapping analysing touch points with the organisation and maximising commercial opportunities.
- Oversee the production and mailing of all fundraising communications, including tax mailings, warm mail campaigns, telemarketing and DD Conversion managing external suppliers.
- Manage supporter development mail campaigns including emergency campaigns generating income through cash and regular gifts. Lead both internal and outsourced work to campaign brief and targets. Manage artwork and print proofing, production, mailing and delivery.
- Be responsible for the design, coordination and delivery of the Dispatches newsletter and Inserts (Without Borders), working collaboratively with the Fundraising department in the UK, specifically the Supporter Development Manager.
- Ensure that all campaigns and donor communications are General Data Protection Regulations (GDPR) compliant

Resources

- Ensure all campaigns are delivered on time and within budget to meet target objectives – income, response rate and within budget. Present campaign results to senior management and explaining variances and recommendations.
- Draft and source fulfilment of materials, developing fulfilment systems in house and with external suppliers.
- Oversee the production of core content collaborating with colleagues in Fundraising and Communications in MSF including coordinating artwork and print proofing, production, mailing and delivery.
- Monitor and manage expenditure budget for retention and development campaigns, new ideas and channels.
- Monitor and maximise donor lifetime value strategies to ensuring optimum retention.

Analysis & Initiative

- Work to strict deadlines and presenting KPI's and return on investment, as set by the Director & Senior FR Manager including reporting on campaign return on investment and making informed recommendations. Reporting on campaign KPI's ensuring the database is segmented effectively for targeted marketing activities.
- Manage the segmentation and donor profiling approaches and analysis in collaboration with the Data Insights Coordinator.
- Improve donation processing, by consolidating and improving on existing structures, adhering to Irish and international codes of best practice in fundraising
- In conjunction with the Senior FR Manager, complete coding of all income for Finance in a timely manner

Campaign Integration

- Work with Fundraising and Communications colleagues to ensure all campaigns are consistent with internal and external messaging, and activities are fully integrated.

- Work closely with the Digital Fundraising Coordinator to ensure that campaigns are fully integrated with appropriate online and digital channels, to maximise income. Supporting the fundraising and communication teams on all campaigns
- Be a full member of the fundraising team, assisting with fundraising projects and campaigns as and when required
- Work with the Digital Fundraising & Marketing Co-ordinator to continually review and improve e-marketing communications, to increase supporter loyalty and giving.
- Actively contribute to the International Working Groups (including Loyalty, Face2Face, Mid-Level) and attend meetings, webinars etc.

Develop Others/ Line Management

- Line management and development of Supporter Services Administrator on supporter care activities in MSF IE.
- Develop and manage the mid-level programme with the support of Major Gifts Manager, Senior Fundraising Manager and Supporter Services Assistant.
- Support day-to-day management of regular giving campaigns and fundraising events, including Face to Face campaigns.
- Actively seek ways to improve and streamline campaigns and fundraising operations including donor care and data.
- Maintain commitment to the aims and values of MSF through proactive involvement in and attendance at ongoing MSF Ireland and wider movement operational activities.

Please note that this list is indicative of the key responsibilities of this role but is by no means exhaustive. MSF is an emergency organisation and a 'Can do' attitude and flexibility to take on other related tasks is essential. This job description does not form part of the contract of employment

Person Specification

Essential

- Educated to degree level or equivalent experience
- A proven track record of major donor or trust fundraising and willingness to work across a mixed portfolio of prospects
- Extensive experience in a marketing, campaigns or fundraising role
- Previous experience in campaign management with a proven track record in planning & management against budget, timescale and deadlines
- Excellent understanding of the principles of marketing/fundraising
- Proven track record of income analysis and evidence-based decision making
- Extensive experience in creating fundraising materials including Direct Mail, Email content, SMS etc
- Effective relationship management and strong networking skills
- Excellent interpersonal and negotiating skills with an ability to build relationships with supporters and external suppliers
- Creative and innovative, with an ability to think laterally in order to identify and respond to new opportunities
- Strong analytical and excel skills with accurate and high attention to detail
- Excellent planning and organisational skills with a proven ability to carry out different tasks simultaneously and prioritise time and resources accordingly
- Excellent and engaging written and oral communication skills
- Proven ability to work independently within a team environment
- Fluency in written and spoken English
- Excellent presentation skills

- Adaptable multi-tasker
- Commitment to the aims and values of Médecins Sans Frontières

Desirable

- Ability to travel domestically and internationally including to MSF field projects
- Previous experience working with NGO

Candidates must hold an appropriate passport or permit to work in Ireland

HOW TO APPLY – THE RECRUITMENT PROCESS

Timetable:

- **Closing date for applications: 10 January 2020 at 11.59pm**
- **First stage interviews: week commencing 20 January 2020**
- **Second stage interviews: week commencing 27 January 2020**

To Apply

If you are interested in this position, **please send your CV** and a **letter of motivation** explaining how your skills and experience relate to the person specification to:

E-mail: Recruitment@dublin.msf.org

Your **letter of motivation** is the most important part of your application. It should be used to tell us how you meet the selection criteria listed on the person specification. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. It may be easiest to use the headings relating to the requirements detailed in the person specification and demonstrate how you meet them. **Please ensure your covering letter is no more than 2 pages long** (2 sides of A4).

As we receive a large number of applications for our advertised vacancies, we are unable to respond to those applicants who have not been shortlisted and we apologise for this in advance. If you do not hear from us within a week of the closing date please assume that you have not been shortlisted.