

Job Advertisement

Title: Major Gift's Manager

Organisation: The Irish Blue Cross Animal Welfare Charity

Responsible to: Charity Manager

Based: The Irish Blue Cross, 15A Goldenbridge Industrial Est., Inchicore, Dublin 8.

Overview of the role:

The Irish Blue Cross is at an exciting stage of development as one of Ireland's foremost animal welfare charities. Central to the continued success of our services is our marketing and fundraising unit, which funds this valuable work. There is now a new and exciting role within the team at a critical time in our development, that of **Major Gift's Manager**.

The main responsibility of the Major Gift's Manager is to develop new and untapped income for the Charity from major donors, corporate donors, trusts, foundations and legacy income. The key task is to develop new capital and multi-annual income for the Charity, with a €350,000 gross target over an initial two-year phase for the development of small-animal services. Reporting directly to the Charity Manager, this role offers enormous scope to the successful candidate in developing a new area of fundraising for The Irish Blue Cross and leveraging off a substantial existing donor database.

Key duties and responsibilities:

- Cultivate, manage and secure high value gifts and major donations for The Irish Blue Cross towards a €350,000 gross target over an initial two-year phase.
- Develop a sound strategy to follow on from this in support of other major projects.
- Develop and implement a strong case of support among qualified high value donors.
- Develop partnerships that leverage off the Charity's strong brand and existing donor database of contacts that focuses on major gifts, corporates, trusts and foundations and legacy gifts.
- Develop and foster individual prospects, companies and trusts and foundations into committed donors for the organisation.
- Ensure high quality, timely and appropriate gift acknowledgements.
- As part of the overall strategy develop a pipeline of major gifts and donations.
- Carry out research into relevant trusts and foundation prospects nationally and internationally and build relationships with them.
- Develop a legacy strategy that maximises the brand awareness and profile of the organisation, as well as donor relationships.
- Craft and prepare persuasive, compelling and professional pitches and proposals that attract philanthropic support.
- Network with untapped and key stakeholders and contributors in racing, veterinary, pharmaceutical, healthcare and other relevant sectors.
- Meet annual targets and KPI's for the position while ensuring all activities are

carried out within budget and with a cost conscious approach wherever possible.

- Manage and roll out major gift related events where possible, together with the Marketing and Events Manager and the Charity Manager/Board.

Person Specification:

Essential Criteria

- Marketing or business third level degree or equivalent.
- A minimum of 4 years' proven experience in a similar role preferably in the Irish not-for-profit sector with a demonstrable track record and sense of urgency to deliver revenue goals against a fixed timeline.
- Proven fundraising skills in achieving high income targets and securing business.
- Ability to identify and influence high-level funders and senior / VIP / high net worth level through superior written and verbal communications that inspire investment.
- Ability to manage and execute multiple tasks, work independently and meet deadlines.
- Strong database, social media and IT skills, preferably with Raisers Edge or similar donor database experience, and Microsoft Office Suite (primarily Word, Excel and PowerPoint).
- Ability to prepare and present documents and reports in a well-designed, attractive format with superior attention to detail.
- Excellent administrative, interpersonal and critical thinking skills.
- Demonstrable financial and management skills to ensure effective budgetary planning, resource management and value for money.
- A strong knowledge of the Irish not-for-profit sector, charity legislation and ethical fundraising practices.
- Willingness to develop knowledge of the animal welfare sector, its funding and impact on the community.
- Ability to inspire philanthropic giving to benefit animal welfare.
- Full clean driving licence.
- Fluent English.

Desirable Criteria

- Substantial foundation donor development experience.
- Substantial record in attaining capital income targets.
- Experience in all major gift work a plus.
- Successful track record in provision of analyses and feedback at Board level.

Detailed Job Description Available on Request

Salary: €50,000, dependent on experience.

The Irish Blue Cross is an equal opportunities employer.

Apply with a CV & covering letter outlining your suitability and qualifications for the post to chris.conneely@bluecross.ie

Closing date: Sunday 21st May 2017, 12.00AM.