



THE IRISH BLUE CROSS

A N I M A L W E L F A R E C H A R I T Y

JOB DESCRIPTION

Job Title: Marketing & Fundraising Assistant
Based: 15A Goldenbridge Industrial Estate, Inchicore, Dublin 8
Reporting to: Head of Marketing & Events

About the Organisation

The Irish Blue Cross is an animal care charity (Registered Charity No. 20007959), founded in Ireland in 1945, well known for the provision of pet care amongst the least well off pet owners in the Dublin region. Our teams deliver in the region of 27,000 veterinary treatments and procedures annually at our ten mobile veterinary clinics and the main Inchicore Clinic. Our vets ensure pets are restored to full health and receive the preventative care they require to defend against disease.

The Irish Blue Cross horse ambulance service operates at all Irish race meetings and at main equestrian events such as the RDS Horse Show, Ballindenisk and Tattersalls International Horse Trials each year. Our operatives work closely with veterinary officers to assist equine that become injured or require assistance during the course of racing or eventing.

The Irish Blue Cross operates its main office and small-animal facilities at 15A Goldenbridge Industrial Estate, Inchicore, Dublin 8.

Job Summary:

We are seeking to recruit a Marketing & Fundraising Assistant to join The Irish Blue Cross marketing team. The successful applicant will play an important role in the implementation of the Charity's fundraising and marketing strategic plan to raise voluntary income, at this exciting time in the charity's development.

The main responsibilities for the role will be to process donations, maintaining the database and delivering high levels of customer care. The job-holder will support in the administration and successful running of events, appeals and initiatives that comprise the charity's existing fundraising calendar in addition to supporting the broader marketing team to explore new and exciting activities and events.

You will work as part of a small team, including volunteers, and will be fully competent in the use of a marketing/fundraising CRM database, such as Raisers Edge, as well as competent in MS Office applications.

A full, clean driving license and own car are essential. The post involves some travel within the greater Dublin area relating to our fundraising activities. Mileage will be reimbursed.

What does the Fundraising Team do?

The Irish Blue Cross fundraising team is responsible for raising voluntary income to support the charity in the following ways:

- Individual giving
- Campaigns and events
- Legacy giving
- Trusts, Foundations and Major Gifts

Key Duties and Responsibilities:

- Proactively promote, drive and assist with existing fundraising events which include Bark in the Park™ signature events, mini marathon events, World Animal Week, Trade Shows, static collection cans, Christmas and other seasonal activities
- Input new data and validate existing donor data with accuracy and in line with internal processes and in line with General Data Protection Regulations
- Responsible for ensuring donors and supporters receive marketing and fundraising materials in a timely manner and with excellent standards of donor care; and that subsequent donations are processed correctly and swiftly with all donors thanked appropriately
- Process one-off and regular donations from both online and offline sources ensuring procedures are followed and information is recorded correctly onto the Raisers Edge database
- Provide support on a range of administrative tasks including dealing with enquires - postal, telephone, email and social media
- Co-ordinate merchandise/trade stands and on-going fundraising activities such as cash collections which take place throughout the year and promotion of the charity's legacy giving program
- Support in raising awareness of The Irish Blue Cross and its work at local levels e.g. support in giving talks to national schools and presentations to special interest groups on the work of the charity
- Organise and support in managing the current pool of volunteers to carry out various functions within the fundraising department (including participation for cash collection/flag days, Bark in the Park and other events) and assist with the recruitment and training of new volunteers to build a strong volunteer base
- Work collaboratively within a small team to ensure tasks are prioritised and deadlines are met
- Prepare and submit progress reports from the CRM database on donations received and income lodged
- Supporting the Head of Marketing and Events in exploring and developing new and imaginative fundraising activities, many of which involve organising events and to act as an administrative support
- Meet annual targets and KPI's while ensuring all activities are carried out in a compliant manner, in line with sector best practice and within budget
- Undertake any other duties consistent with the position as may arise from time to time

Person Specification:**Essential qualities & competencies:**

- Minimum 2-3 years relevant post graduate experience in a similar fundraising or marketing role
- Relevant third level business or marketing degree
- Knowledge of Not-for-Profit CRM database (Raisers Edge or equivalent)
- Excellent communication skills both oral and written and proficient in MS Office applications
- Effective team working skills with a flexible 'can do' attitude and work ethic
- Strong time management skills with a demonstrated ability to manage a wide range of activities, prioritise own workload and meet deadlines
- Ability to use own initiative and take responsibility for and deliver on projects
- Excellent attention to detail and a willingness to learn and develop new skills
- Friendly manner with demonstrable strong customer service skills
- Good working knowledge of social media and digital marketing
- Fluent English

Desirable Criteria:

- Genuine interest in animal welfare or a pet lover
- Exposure to other elements of fundraising or marketing such as telemarketing
- Knowledge or training in General Data Protection Regulations

Contract terms and conditions

The hours of work are 35 per week, Monday to Friday, with some evening and weekend work required in line with a fundraising calendar of events

Salary: c.€28,000 - €30,000 (commensurate with experience)

How to apply for this post

To apply please submit your CV and cover letter in the strictest confidence to:
chris.conneely@bluecross.ie

The closing date for applications is 8.00PM Sunday 24th September 2017. Shortlisting will apply. References will be required for those who move to the second stage of the recruitment process.

The Irish Blue Cross is an Equal Opportunities Employer.

This job description is intended to outline key duties and responsibilities for this position. It is not intended to be an exhaustive list of all duties, responsibilities and activities required. A flexible approach to tasks which arise that are not specifically detailed in this job description will be required.