



JOB DESCRIPTION

Job Title: Fundraising, Marketing & Administration Officer.

Based: 15A Goldenbridge Industrial Estate, Inchicore, Dublin 8.

About the Organisation:

The Irish Blue Cross is an animal care charity (Registered Charity No. 20203128), 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 provide a wide range of 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 protect them against disease.

The Irish Blue Cross operates a horse ambulance service that attends all Irish race meetings and main equestrian events each year. Our operatives work closely with the on-duty veterinary personnel to assist equines that become injured or require assistance.

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

Job Summary:

The role of Fundraising, Marketing and Administration Officer is an important one at The Irish Blue Cross. It encompasses the marketing, promotion and carrying out of the Charity's main fundraising activities including the administration work involved. The post holder will join the organisation's Fundraising and Campaigns Manager as part of a small efficient team, supported by volunteers, to raise vital income through proven and new means to support the charitable veterinary services.

Responsibilities and Duties:

This role requires a unique set of skills and talents. The successful candidate will be a member of the team responsible for communications and fundraising.

Key responsibilities include setting out targets and budgets and being able to demonstrate the achievement of KPIs in relation to a calendar of agreed fundraising activities. The role also involves maintaining the inhouse Salesforce CRM, receiving, receipting, and lodging donations and delivering a high level of customer care to our donors and supporters.

The person will be responsible for a broad range of community events and fundraising activities as laid out below.

Main Duties:

- On a day-to-day basis, deal with fundraising and marketing enquires - postal, telephone, email and social media.
- Co-ordinate fundraising activities including the Easter Raffle, Christmas calendar, merchandise, etc. This will include securing sponsored prizes, organising print and production of tickets, newsletter and other materials; co-ordinating the draw and issuing prizes to winners.
- Maintain and input donor data onto the inhouse Salesforce CRM and validate existing donor data with accuracy, in line with internal processes and General Data Protection Regulations.

Fundraising Income Related; - through working closely with the Finance Officer:

- Direct Debits data inputting and similar duties.
- Carry out cash handling and banking duties by following in-house procedures.

- Process donor donations, including the banking, receipt, acknowledgement and recording of details on Salesforce and the internal lodgement ledger.
- Process online donations and issue receipts and communications in relation to these, legacies and other gifts.

Online Income Generation and Awareness; - through working closely with the Fundraising and Campaigns Manager to achieve maximum results:

- Research and assist in the development and launch of new online events, activities, and challenges
- Maintain social media presence on Facebook, Twitter and other outlets and help maintain the charity's website.

Community fundraising, in line with public health advice:

- Co-ordinate events such as the Bark in the Park™ sponsored dog walks.
- Select suitable venues and dates; communicate with sponsorship stakeholders.
- Recruit and maintain adequate levels of volunteers to assist with activities.
- Co-ordinate street and shopping centre cash-collections, booking dates and venues with organisers and obtaining Garda permits. Manage and attend events on the day and ensure adequate volunteer levels and volunteer dogs to make these and other such events a success. Thank venue organisers and volunteers.
- Co-ordinate the recruitment of new volunteers and maintain adequate levels of volunteers for events, the office and for trade fairs. Organise and conduct volunteer communications & training.
- Research, book and organise stands for selected trade fairs.

Other:

- Maintain the static collection can sites, and review this activity as required.
- Ensure the timely ordering, storing and stock control of Christmas merchandise stock.
- Organise talks for school group and special interest groups on the charity's work.
- Conduct and co-ordinate media interviews as required.
- Assist in carrying out the responsibilities of fundraising as set out under The Fundraising Principles.
- Prepare, submit and present progress reports for management including data and analysis on actual and forecasted incomes and expenditures.
- Work with the management team to achieve the overall goals of the organisation.
- Assist the CEO with administration duties including the taking of meeting minutes.
- Maximise cost savings across all the events/activities.
- Undertake fundraising and organisational training and attend staff meetings as required.
- Take part in the training of volunteers and staff who may be recruited in the marketing/fundraising area and support new staff and volunteers in settling into their roles.
- Undertake any other duties consistent with the position as may arise from time to time.

Skills and Experience Required:

- Appropriate third level qualification.
- 2 years' experience in a fundraising role, or in an events, marketing or sales environment.
- Ideally some experience in the charity sector.
- A full driving licence and access to a car as this position requires some travel.
- Flexibility to travel as required.
- Proficient in Microsoft Office applications.
- Experience in working with CRM systems (Salesforce desirable).
- Knowledge of new media channels.
- Experience working with volunteers.
- Account management/donor care experience.

How To Apply: Submit Covering Letter and Current CV to: chris.conneely@bluecross.ie

Closing Date: Sunday 15 August 2021.