**JOB DESCRIPTION**

**Title of post: Head of Fundraising**

**Location: Dublin**

**Salary: On request**

**Vision**: *“An Ireland that supports all those on the margins and upholds their rights to full inclusion in society.”*

**Mission**: Peter McVerry Trust is committed to reducing homelessness and the harm caused by drug misuse and social disadvantage through the principle of a Housing First model. Peter McVerry Trust provides low-threshold entry services, primarily to younger persons with complex needs, which offer pathways out of homelessness within a framework of equal opportunities, dignity and respect.

Peter McVerry Trust is currently developing ambitious plans to substantially increase its supporter base and further grow sustainable sources of income to support the organisation’s Strategic Plan 2020-2024. The Head of Fundraising will play an integral part in delivering on these plans, working to maximise fundraising income and lead on promoting the organisation.

**Main responsibilities:**

* Work closely with the Director of Fundraising to successfully implement the 2020-2024 Fundraising Strategy;
* Oversee the management of a PMVT fundraising team including the implementation of PMVT’s performance management system
* Oversee the management of all PMVT general fundraising appeals
* Oversee and manage all PMVT internal and third party events
* Oversee and manage all PMVT community / schools fundraising appeals
* Deliver on agreed income targets and manage relationships with a portfolio of existing supporters and develop new contacts to increase funds;
* Manage and motivate departmental staff to perform to a high standard and meet individual income targets and objectives;
* Ensure that all fundraising activities are carried out in line with best practice, PMVT’s policies and procedures, charity law and other relevant legislation.

**This is a senior level role, so the successful candidate must be able to demonstrate the following previous experience:**

* Leadership, management and team building.
* Experience in managing a frontline fundraising team.
* Proven track record in managing general fundraising appeals.
* Proven track record in events management and capacity to grow established events and initiate new events.
* Proven track record and ability to develop core relationships with external stakeholders such as communities, schools and third party event organizers.
* Significant track record of strategic fundraising management both in appeal and event management;
* Proven track record of meeting challenging income targets and securing partners and sponsors;
* Proven ability to build, manage and develop key stakeholder relationships;
* Experience of developing campaigns across different media, including digital and traditional channels;

**Key fundraising objectives/responsibilities:**

* Deliver on agreed income targets and strategic aims;
* To expand the demographic of Peter McVerry’ Trust’s current donor base to attract life-long supporters in line with the Fundraising Strategy;
* To work on an existing portfolio of fundraising appeals and events to help maximise revenue;
* Research and identify new opportunities to contribute to the Fundraising Strategy for Appeals and Events;
* To analyse return on investment for all work.

**Key fundraising objectives/responsibilities:**

* Work in conjunction with PMVT’s communications department on the production of fundraising and promotional materials.
* In conjunction with PMVT’s communications department, evaluate future trends and maximise the use of social media in order to reach and engage new audiences and leverage fundraising activities.

**Requirements:**

Qualifications/ Experience

* Educated to degree level (Level 8) or equivalent in relevant area
* Minimum 5 years’ experience, including 2 years in a senior role, in fundraising , with proven track record of managing a team, meeting financial targets and delivering significant income growth
* Proven experience in leading and implementing successful fundraising appeals and event campaigns

Skills / Knowledge

* Strong capacity to build and develop effective, professional, working relationships with staff in the PMVT fundraising department and across other PMVT departments.
* Excellent communication and presentation skills, including strong writing ability across a range of media (online and offline)
* Excellent planning and organizational skills with the ability to multi-task and manage competing priorities
* Budgeting and reporting skills
* Knowledge of voluntary sector and relevant legislation

**To apply, please download the PMVT application form:**

[Vacancies - Peter McVerry Trust (pmvtrust.ie)](https://pmvtrust.ie/about-us/jobs/)

**Completed application forms should be sent to** [**sborgo@pmvtrust.ie**](mailto:sborgo@pmvtrust.ie)

**Closing Date for Applications 18th December 2020**

**Peter McVerry Trust is an Equal Opportunity Employer**

**Peter McVerry Trust Operations Ltd Registration Number 412953**

**Charity Number CHY7256**