**JOB DESCRIPTION**

**Title of post: Individual Giving Manager**

**Location: Dublin**

**Salary: In line with experience**

**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.

**The Role**

The Individual Giving Manager will play a key role in Peter McVerry Trust’s Fundraising Strategy for the period 2021-2025. Working closely with the Head of Fundraising & Director of Fundraising and other senior members of the Fundraising Department, the Individual Giving Manager will play a key part in growing and strengthening Peter McVerry Trust’s individual fundraising income.

**Main Responsibilities**

* Manage the delivery of Peter McVerry Trust’s individual giving programme including direct marketing, regular giving, donor communications, tax programme and online income.
* Identify and deliver new initiatives to improve individual giving to sustainably grow fundraising income
* Coordinate and manage the planning, preparation and implementation schedules for acquisition and retention appeals and campaigns.
* Manage the Salesforce CRM for the Fundraising Department
* Work with the Donor Care Team to ensure professional, timely and accurate processing of donations, donor correspondence and database entries
* Plan and deliver donor retention strategies encouraging donor retention and loyalty including ensuring the donor care programme is optimised and supported by the production of donor content to maximise retention.
* Oversee the production and mailing of all fundraising communications, including management of warm and cold mail campaigns, with internal stakeholders and external suppliers.
* Ensure that all campaigns and donor communications are General Data Protection Regulations (GDPR) compliant
* Ensure all Individual Giving campaigns are delivered on time and within budget to meet target objectives – income, response rate and within budget. Present campaign results to senior management, explaining variances and recommendations.

**Requirements:**

Qualifications/ Experience

* Educated to degree level (Level 8) or equivalent in relevant area
* Minimum 3 years’ experience in a Fundraising Management role, with proven track record of meeting financial targets
* Knowledge of voluntary sector and relevant legislation

**Skills / Knowledge**

* Strong capacity to build and develop effective, professional, working relationships with staff in the Peter McVerry Trust fundraising department and across other Peter McVerry Trust 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