

JOB DESCRIPTION

Title: Fundraising Executive

Reports to: Development and Partnerships Manager

Location: Initially remote, thereafter hybrid working, as dictated by Asthma Society 2022-2023 remote working policy

Hours: 37 hours per week, occasional flexibility may be required

Salary: €37,000 per annum, pro rata, dependent on experience

Closing date: This role is high priority for recruitment and the Asthma Society welcomes early applications and reserves the right to engage with candidates prior to the closing date of 12th September 2022

Job Purpose:

The Asthma Society Ireland (ASI) is on a mission to end asthma deaths by 2030. With over 380,000 people living with asthma in Ireland, we are the voice of asthma in Ireland. We champion change to prevent asthma deaths. We communicate about asthma to ensure it is taken seriously as a health challenge. We support with services for all people with asthma, empowering them to control the condition and providing health promotion programmes. We learn together and collaborate with healthcare, research and education professionals to improve our understanding of how asthma works and how to combat it. Our vision is that everyone in Ireland with asthma living a full life, symptom free.

We need someone with passion and purpose to join our organisation, with a focus on building sustainable income from diversified streams and maximising opportunities to engage, fundraise, donate and support our work.

The Role:

The new Fundraising Executive will be an experienced fundraiser who has integrated digital as a cornerstone of their fundraising capabilities and has experience in delivering digital campaigns, community fundraising events, supports to individuals and corporates undertaking fundraising activities and administering the systems required to undertake best practise fundraising work.

You will deliver be passionate about recruitment, retention and ongoing communications with individual members, donors and fundraisers. You will be interested in how to work with existing Asthma Society members and with new potential members to create an offering that supports and involves them in the organisation.

The ASI has a number of committed corporate partners, so you will work closely with the Development and Partnerships Manager to pitch, implement and maximise opportunities to engage staff and public, including our Breathe Easy Workplace Wellness programme, our leading brand partnerships with key health corporates, our schools programme, and around our Clean Air corporate patrons and other impact ESG partnerships.

You will also support the Society by contributing to trust and foundation applications to generate new funding for the Society, in conjunction with other management or programmatic staff.

You will build a strong integrated fundraising element into our national 'Asthma Awareness Week' and "Take A Breath" fundraising campaigns, using your digital know-how and understanding of what motivates people to donate to a health charity. The Asthma Society of Ireland will be 50 years old in 2023 and this role offers a unique opportunity to build the Take A Breath campaign around this key anniversary.

The Asthma Society of Ireland played a vital societal role for patients and healthcare professionals alike during COVID-19 and has a strong and committed board, a small but supportive management team, a strong membership base and we are well positioned to scale our impact.

Fundraising Performance and Monitoring

- Support the Development and Partnerships Manager as they work to diversify income streams and deliver on ambitions of the Asthma Society.
- Work closely with the Development and Partnerships Manager and Finance team to provide reporting on income and events.
- Deliver on the fundraising monthly and annual revenue targets.
- Report on donor development and fundraising KPIs, campaign responses and results.

Digital and Event Fundraising

- Working closely with the Development and Partnerships Manager, Communications team and any relevant programmatic team members, identify and implement fundraising user journeys to support overall membership recruitment, (existing and potential) regular giving and community fundraising activity programmes.
- Build a strong integrated fundraising element into our national 'Asthma Awareness Week' and "Take A Breath" community fundraising campaigns.
- Digitise the community fundraising element of our national campaigns to ensure income and engagement targets are met.
- Use digital as a tool to drive engagement and uptake of Asthma Society fundraising community events.

Where Fundraising Meets Communications

- Working closely with the Development and Partnerships Manager and the Communications team, utilise the Society’s “Case for Support” and existing health promotion materials to draft compelling digital and print fundraising assets.
- Work with Communications team to map out donor journeys, develop targeted communications plans to develop integrated campaigns and proactively communicate and remind donors about events, planned giving and legacy giving.
- Test and develop digital fundraising campaigns – be the voice of fundraising as part of the upgrade of the ASI website and other areas of work.

Does this sound like you?

- 2-3 years’ experience in a full-time fundraising role, including community fundraising
- Degree level or equivalent qualification in marketing, business or fundraising
- Proven experience of event management, digital marketing, direct marketing and donor/customer development engagement
- CRM/database experience and experience of segmentation, targeting and analysing results (the Asthma Society uses Salesforce)
- Strong creativity skills and writing ability and a strong attention to detail
- Professional communications skills – ability to represent the Asthma Society team to corporate partners, members, fundraisers and supporters
- Ability to work in collaboration with small team, who are passionate about the organisation
- Knowledge of the charity market, data protection and fundraising codes of practice and the environment in which Asthma Society works

The Development and Partnerships Manager will be developing a strong proposition to develop sustainable and diverse income sources and the Society’s team is excited about recruiting a passionate person to the Fundraising Executive role who wants to be creatively involved in this and who can see scope to grow their experience and input through this important endeavour.

How to apply

If you are interested in applying for this position, please email your curriculum vitae and cover letter to hr@asthma.ie by 5.00 p.m. on Tuesday 20th September 2022