

Job Title:	Digital Fundraising Executive
Job Status:	Permanent/ Full-time
Reporting to:	Digital Marketing & Fundraising Manager
Location:	Rathmines Office & Hybrid working

The Irish Heart Foundation is a community of people who fight to protect the cardiovascular health of everyone in Ireland. Together we are working to eliminate preventable death and disability from heart disease and stroke, and to support and care for those living with these life-changing conditions. We work to achieve this by:

- Caring for and speaking out for people in the community living with heart conditions and stroke, and their families.
- Innovating and leading in health promotion and prevention to change health behaviours and reduce cardiovascular risk.
- Building a nation of lifesavers through CPR training.
- Campaigning and advocating for policies that support people to live healthier lives.
- Information provision.

Our team currently is approx. 75 employees and up to 100 volunteers working towards the Foundation's vision of a future where no hearts are broken by preventable heart disease.

Everything we do is dependent on the generosity of the public to continue our vital work. We are building our Digital Team to become a leader in Digital Fundraising in Ireland. That's why this role as **Digital Fundraising Executive** is crucial.

Whilst experience in fundraising would be beneficial, individuals with digital marketing background or project management who have skills aligned with those detailed below and a strong interest in making a difference, would be suitable for this role and encouraged to apply.

The Role

This role is responsible for the delivery of innovative digital fundraising events and to acquire new supporters and deepen supporter engagement, whilst achieving income targets.

You will work as part of the Digital Team to help achieve its targets in line with the team's wider organisational and fundraising strategies.

Details

- Implement a digital strategy to grow income from fundraising events such as remote Facebook challenges.
- Support the Digital Marketing and Fundraising Manager to deliver the Irish Heart Foundation's fundraising plan to work collaboratively and grow income for our fundraising teams.
- Work as part of the Digital Team to achieve KPIs and provide data analysis of digital fundraising activities.
- Collaborate across our fundraising teams to maximise supporter acquisition and retention on social media and fundraising platforms such as Facebook, LinkedIn, Just Giving etc.
- Increase engagement and conversion rates for supporters as part of fundraiser and donor journeys using social media and email marketing.
- Research new opportunities and trends to grow fundraising income to supporters and identify priorities for investment based on returns.
- Develop communication and promotion plans (organic and paid) for recruitment of supporters via traditional, online and other formats as required.
- Ensure relevant web pages and registration forms are up to date, objective focused and efficient for SEO purposes.

Skills and Experience required

- Minimum 2 years' marketing or fundraising professional experience, with significant experience in leading social media and digital marketing initiatives.
- A third level qualification, preferably in Communications / Marketing, with significant Digital Marketing course content.
- Proven understanding of the customer / supporter journey and able to demonstrate your ability to apply this to a fundraising setting and achieve objectives.
- Experience using a CRM system to manage customer engagement and marketing
- Demonstrable experience or solid understanding of how to set up and optimise campaigns to maximise results on Facebook, Mailchimp or other, Google ads and paid search / SEM advertising campaigns
- Organised, strong project management skills, able to manage multiple projects and tight deadlines.
- Innovative, proactive, strong initiative – this role will involve identifying opportunities for digital fundraising projects and building business cases for them.

Skills and Experience desired

- Experience of raising funds, particularly in an active challenge or community setting is desirable.

- Track record of sharing and embedding digital best practice, upskilling other staff is desirable
- Supporter-focused, passionate about delivering excellent user experience and cultivating long term relationships with supporters.

Benefits of working with Irish Heart Foundation:

Flexible working with our hybrid working model, our team enjoy more flexibility working from home and our Head office location in Rathmines (2 days per week office based) or more if you prefer!

We provide benefits to help you protect your health and financial security; and give you peace of mind.

- Pension scheme with employer contributions, from day 1 of service
- Life assurance of 4 times base salary with immediate effect
- Income continuance/disability benefit, at no cost to you from day 1 of service
- Paid Maternity leave
- Company sick pay
- Company health checks
- Generous annual leave policy including additional company days
- Bike to Work Scheme, Travel Saver Tickets, Excellent public transport links
- Employee assistance Programme
- A wonderful office we are proud of with excellent kitchen and changing facilities
- Events organised by social club and Health and Well-being Committee
- CPR Training for all employees
- Ongoing Training and Development initiatives to help you grow your career with us

Details of Role and Application process

This is a full-time/ part time permanent, Monday to Friday. The role is based in the Irish Heart Foundation's offices in Rathmines, Dublin.

To apply please provide an up-to-date curriculum vitae and cover letter outlining how you suit the post by email to Klara O'Malley, HR Manager. **Email: hr@irishheart.ie**

The closing date for this position is COB Friday 26th May 2023

The Irish Heart Foundation is an equal opportunities employer.

The Irish Heart Foundation has a strict no smoking policy.

The Irish Heart Foundation is an equal opportunities employer. The Irish Heart Foundation has a no smoking policy. Employees are not permitted to smoke whilst undertaking any duties on behalf of the Foundation.