



ACQUIRED  
BRAIN INJURY  
IRELAND

### Job Description and Person Specification

|                       |                         |                             |                 |
|-----------------------|-------------------------|-----------------------------|-----------------|
| <b>Job Title:</b>     | Director of Fundraising | <b>Reporting To (Name):</b> | CEO             |
| <b>Job Holder(s):</b> |                         | <b>Location:</b>            | National Office |
| <b>Region:</b>        |                         | <b>Date:</b>                | 20/12/2024      |

#### Summary

The holder of this position will be a driven, experienced professional fundraising leader who will develop and lead out on the fundraising strategy to support our important work as a change-making organisation. The role holder will be accountable for delivering on the existing strategy.

This is an exceptional opportunity for a focused, dynamic professional who will be the strategic lead for all aspects of the organisation's fundraising development and growth. Working as part of the executive management team, you will be strategic and entrepreneurial. You will be an effective communicator and influencer with a commitment to collaboration and partnership, excellent relationship building and networking skills and extensive experience of driving income growth in all areas of fundraising.

You will be responsible for setting high standards of ethical fundraising and will maintain a culture that is supporter focused, results driven and encourages growth and innovation. You will ensure excellent relationship management and stewardship of our supporters. Excellent networking, relationship management and reporting skills are essential to this role with the ability to work within a team environment.

To succeed in this role, you will be a strategic self-starter with high personal standards and the ability to pursue goals with drive and energy and to be resilient in the face of obstacles.

#### Key Duties and Responsibilities

##### **Leadership:**

- Lead the emergence of creative and innovative approaches to fundraising and within the organisation.
- Work in partnership with the CEO and executive management team to raise the profile of the organisation and the impact of its work.
- Manage, develop and motivate the fundraising team

##### **Fundraising:**

- Develop and deliver on the strategy for national corporate partners, charity of the year fundraising and corporate campaigns, legacies, trusts and foundations including prospecting and client relationship management
- Build, lead and continually strengthen ABI Ireland's ability to secure financial and in-kind support from the public, companies and corporate bodies, trusts and grant makers across Ireland and beyond.
- Champion fundraising within the organisation, taking an innovative, responsive, and proactive approach to identifying and pursuing opportunities for major income generation.
- Deliver on annual income targets within budget, and meeting all KPI's to ensure sustainability and long-term growth
- Develop the case for support, and a moves management programme with clearly defined strategies to ensure major gift prospecting, growth, retention, value and duration and overall lifetime value and return on investment
- Use research and data-led insights to inform a strategic approach to all fundraising
- Develop a strong pipeline along with a plan to develop and foster strong relationships with decision makers in the scope of the role
- Develop a high-level plan for major supporters, giving circles in corporate and other key opportunities.
- Develop and implement the fundraising strategy which aligns with the overall organisational strategy to deliver against a calendar of opportunities for developing proposals and submitting to bids/ tenders and grant applications
- Identify and develop fundraising appeals and campaigns with both regional and national reach.
- Ensure that all third-party suppliers are managed effectively to deliver best value to ABI Ireland.

#### **Budgets & Reporting:**

- Development of annual budget for the function including costs and expenditure budgets on an on-going basis ensuring all activity is implemented within budget and within defined cost ratios
- Oversight and continuous improvement of the CRM

#### **Health and Safety**

- Take responsibility to ensure that relevant Health & Safety guidelines of the Organisation are met and that all staff are aware of the Health & Safety requirements of the services.
- Take personal responsibility for participating in mandatory training to ensure safe practices.
- Ensure the safety of persons' served as far as possible.

## Qualifications / Experience

### Qualifications

- A relevant 3<sup>rd</sup> level qualification in a related discipline.

### Essential Experience

- Previous experience working at a similar managerial level in a Fundraising role
- A proven track record of delivering fundraising success
- People management and project management experience
- Experience in creating and managing a CRM system
- Demonstrated understanding and experience of budgeting and resource management
- Excellent communication skills, verbal, written, report writing and presentation, and proven experience delivering presentations and producing written fundraising proposals
- Excellent influencing and relationship building skills
- Experience creating a Moves Management programme
- A confident self-starter with the ability to operate in a dynamic environment
- Strong knowledge and experience of the Charity Sector would be advantageous.

## Competencies

- **Leadership**
  - *Ability to provide strategic leadership and inspire a team towards achieving fundraising goals.*
  - *Ability to foster a positive and collaborative work culture*
- **Communications**
  - *Excellent verbal and written communication skills to convey Acquired Brain Injury Ireland's mission values and funding needs persuasively.*
- **Planning**
  - *Organising and Prioritising Works to optimise outputs and impacts using available resources while identifying constraints. Plans and completes work to agreed standards with effective time management.*
- **Financial Acumen**
  - *Understanding of financial management, budgeting and forecasting to ensure the financial health of fundraising initiatives.*
- **Key Performance Indicators (KPI'S)/Outcomes**
  - *Focus on achieving targets and measuring success through key performance indicators.*
  - *Compliance with legislation and development of a standard of excellence in fundraising policies and practice.*
  - *Excellent working relationships with internal and external partners and stakeholders.*

- *Accurate management Information delivered in a timely manner.*
- **Effective Working Relationships & Team Culture**
  - *Builds effective working relationships both internally and externally.*
  - *Experience in recruiting, training and managing a high performing team.*
- **Results Orientated**
  - *Focus on achieving targets and measuring success through key performance indicators.*
- **Innovation and Creativity**
  - *Thinks creatively to introduce original approaches or adapting existing ones to meet new and changing situations.*

### Key Performance Indicators (KPI's) / Outcomes

- Excellent working relationships across the organisation.
- Employees should plan work, using initiative and maintaining a high standard of service at all times.
- Employees must be aware at all times to maintain the dignity of residents, particularly in the areas of personal care. All other residents, visitors and team members should be treated with respect and dignity at all times.
- Employees must be aware at all times to maintain the dignity of residents, particularly in the areas of personal care.
- Ensure the resident's right to privacy and choice are respected.
- Ensure the need for confidentiality when possessing knowledge of a private and personal nature about residents and their families.
- At all times work within the Health and Safety guidelines of the ABI Ireland.
- Take personal responsibility for participating in mandatory training to ensure safe practices.
- Ensure residents safety as far as possible.
- Lead and manage the local staff team.

### Other Requirements

- Travel as required.
- Full driving licence with access to a vehicle.
- The applicant should be in good physical and mental health.
- The appointee is expected to be available after normal hours and within a reasonable time to deal with emergencies. The person appointed shall also work reasonable additional hours as required.
- Employees must attend training days and educational updates.
- Sharing learning experiences across all ABI Ireland services.

### Remuneration

- Rate of remuneration – starting point €73941 – DOE – with annual increments
- 27 annual leave days per annum for full time staff and pro rata based on hours worked
- Flexible working and Work Life Balance Initiatives in place
- 2 Discretionary Days Annual leave

- Access to Contributory Pension scheme following probation
- Free Life Cover benefit (2 times gross salary tax free)
- Generous Paid Sick Leave (6 months full and 6 months half pay) based on service
- Paid Maternity Leave
- Long Service Awards
- Revenue approved mileage rates
- Comprehensive induction and training programme including specialist brain injury training
- Career Development Opportunities
- Employee Assistance Programme
- Bike to Work Scheme
- Access to Health Care Staff Credit Union

*This Job Description is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post. As circumstances change it may be necessary to review the responsibilities outlined above.*

*This will be done in consultation with the post holder.*

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