



Job Title:	Fundraising Officer	Department:	National
Reports To:	CEO	Location:	Head Office, 5 Forest View, Forest Road Swords, Co. Dublin. Some travel throughout Ireland is required occasionally
Contract Type:	Fixed Term -3 Year	Hours of Work	21 hours per week

Purpose of the Role

To develop and implement an innovative fundraising strategy which significantly increases our income and public profile. To organise and manage fundraising events and campaigns in conjunction with the CEO and the Board. Working closely with the communications officer to build the profile of GROW and its work in mental ill health prevention and recovery.

Strategy and Fundraising activities

- Support and promote the mission of GROW in Ireland , including message development, social media content creation and media outreach
- Develop and implement a National Fundraising Strategy to deliver on GROW in Ireland objectives – with monthly milestones including fundraising targets
- Lead and develop fundraising activities and ensuring the wider organisation is engaged in achieving our fundraising goals
- Establish new/emerging sources of funding to GROW in Ireland including a Legacy Marketing Programme
- Manage and develop our annual events and campaigns to include Women’s Mini Marathon, Limerick Great Run etc .
- Representing GROW in Ireland at local and national events and networking on our behalf to increase awareness of our work.
- Representing GROW, our messages and our asks amongst influential audiences and at external engagements in order to grow such relationships and elevate our fundraising profile
- Integrating and optimising the contribution of staff, volunteers and other stakeholders to achieve fundraising goals

Collaboration

- Support GROW’s Communication Officer in designing and producing all fundraising content including the GROW website, Social Media and newsletters.
- Developing in conjunction with the Communication Officer and fundraising content via Mailchimp to the organisations subscribers.

- Building strong working relationships with colleagues across the organisation, as well as Board Members, in order to engage the whole organisation in the fundraising strategy and process

Community Fundraising

- Promote existing and create new opportunities for community and GROW members to fundraise for GROW.
- Identify and enlist key fundraising volunteers, including ambassadors to represent the organisation.
- Provide support and tools to volunteer fundraisers and community fundraisers in their various fundraising activities.

Corporate Fundraising

- Identify and initiate new Corporate partnerships
- Continue to develop and grow the corporate fundraising portfolio that has already been established, continuously developing proposals and pitching to companies that are interested in the work of the organisation.

Digital Fundraising

- Develop online/digital fundraising activities for GROW to complement our other campaigns or activities, as well as growing the range of community events that take place annually.
- Ensuring fundraising potential of GROW's website is maximised and fully integrated with online and offline channels in order to best facilitate opportunities for donors to give to GROW
- Lead all aspects of GROW's Facebook Fundraising programme and managing Everyday Hero supporters etc

Compliance

- Ensuring that GROW in Ireland continues to be in full compliance with the Guidelines for Charitable Organisations on Fundraising from the Public, as issued by the Charities Regulator as well as the Statement of guiding principles for Fundraising
- Attending relevant fundraising fora such as Charities Institute Ireland Fundraising fora, and other fora related to specific aspects of fundraising or with other relevant bodies.

Role Capabilities

Qualifications

- A knowledge of the Recovery Principles in mental health is desirable
- A relevant 3 level qualification in business, marketing or a related discipline is desirable or a proven track record in the fundraising field
- A fundraising qualification such as CIF is desirable
- Membership of a relevant professional body is desirable

Experience

- A minimum of 5 years proven track record in a fundraising capacity:
 - Developing and managing strategic relationships with funders
 - Creating targeted new campaigns
 - Delivering results
- Demonstrable experience of contributing to the strategic planning process
- Demonstrable experience designing and delivering presentations and strong persuasive writing skills
- Strong project management skills with the ability to meet specific targets
- Full clean driving licence and own car is essential
- A knowledge of the community and mental health movement in Ireland and the civil society sector is desirable

Skills

- Ability to demonstrate strength of character in managing priorities of self and others
- Advanced computer skills with experience of social networking for organisational objectives
- Experience in evaluation of fundraising activity
- Creative and an ability to develop innovative fundraising methods
- An ability to build strong networks which can deliver income to GROW
- Experience of working with campaigns using traditional and digital marketing tactics
- Ability to absorb the GROW program
- Ability to work as part of a team
- Excellent written and oral communication skills

- Excellent interpersonal and networking skills
- Flexible and resilient character
- Motivated self-starter
- Ability to work with often conflicting priorities and on one's own initiative
- Organising and Planning
- Inter and Intrapersonal Awareness

Signed By Employee:	
Date	