

## **Age Action: Community & Events Officer** **(<https://www.activelink.ie/node/108875>)**



### **Community & Events Officer**

**Reporting to:** Head of Fundraising and Communications

**Working Hours:** Monday to Friday 35 hours

**Salary:** €40k depending on experience

### **About Age Action**

Age Action is Ireland's leading advocacy organisation for older people. Age Action carries out vital programmes in people's homes, digital skills training, advice and information and advocates for equality and human rights for all older people.

### **Values-led**

Our work is driven by an organisation that is professional in its operations and lives out its values of dignity, participation, diversity, social justice, and professionalism. The successful candidate will be committed to a values-led approach.

### **Purpose of Role:**

Age Action Ireland are now seeking a Community, Campaigns and Events Officer to join their committed and passionate team. The successful candidate will play an integral role in developing the Age Action fundraising strategy for 2024-2026 through growing its footprint and reach in community fundraising and events income. They will develop a plan to grow this income by building on the existing community connections, develop new opportunities and funding sources to help Age Action realise its ambitious growth strategy. They will be responsible for setting high standards of ethical fundraising and will maintain a culture that is supporter focused, results driven with the ability to create a feeling of enthusiasm and confidence among your colleagues.

**Reports to:** Head of Fundraising & Communications

### **Duties:**

This exciting opportunity will be varied and involve interactions across a range of functions.

- Develop and implement an annual community fundraising plan, and accompanying digital strategies, to proactively acquire and manage relationships with individual fundraisers and fundraising groups using both face to face and virtual fundraising events, challenge events and all other community fundraising initiatives across the Republic of Ireland.
- Manage a calendar of events including the BIG Age Action 5k, marathons and mini marathons, cycle challenges, supporter led events, virtual fundraising, community events and collections.
- Recruit and manage supporters to assist in reaching fundraising targets as well as building awareness in local regions and communities.
- Design and manage the supporter journey, pre and post donations or events, with a high level of supporter care.
- Develop fundraising materials and events materials, including fundraising guides and packs, running vests, collecting tins, banners, and other collateral.

- Coordinate volunteers, permits, collection materials etc for community events.
- Develop a range of materials including proposals, pitches, presentations and applications for prospective and existing community partners such as golf clubs, mayoral partners, town councils and Rotary Clubs.
- Represent Age Action at public speaking and networking community events in the local community virtually and in person.
- Lead on inspiring, coaching and training community champions.
- Track, analyse and report on fundraising results and reports using specified KPIs.
- Keep up to date with new developments, legalities, codes of conduct, best practice and trends within community and events fundraising, using this to inform ongoing programme development and operational planning.
- Be responsible for management and regular updating of the CRM with a high level of detail, accuracy and completeness, and that all record keeping is GDPR compliant.
- Grow the brand-value and reputation of Age Action through all your work and support media, marketing and communications activities as required by the Head of Fundraising & Communications.
- To maintain a flexible approach to all aspects of the job and undertake any other roles or responsibilities that may be reasonably required.
- A flexible approach to working hours – including evening and weekends as required.
- Support the HOFC with other assigned tasks.
- Attend meetings and training as required;
- Engage in any other reasonable duties requested by Age Action.

## Person Specification:

### Knowledge

- Qualified to degree level or with equivalent experience. Post-Graduate qualification in fundraising, marketing, sales and/or similar is desirable.
- Commitment to Age Action's vision, mission, and values.
- Good working knowledge of MS Office and database software.

### Experience

- Significant (3 years plus) relevant community fundraising and/or event management experience including:
- Substantial and demonstrable in-depth experience of community partnerships, supporter solicitation, engagement, retention, and care.
- A proven track record in meeting and managing challenging income targets and managing budgets.
- Experience of producing strong marketing materials.
- Experience with CRMs and cross-channel marketing platforms.

### Skills

- Target focused and results driven with an ambition to drive targets and exceed expectations.
- Excellent written and verbal communications and presentation skills.
- Strong organisational skills and ability to work on own initiative.
- Ability to provide positive outcomes in a target focused, values-driven organisation.
- Ability to work well and remain calm under pressure and adhere to tight deadlines.
- Ability to build constructive relationships with a broad range of internal/external stakeholders.

### Other

- Eligibility to work in Ireland.

## What you'll Get:

**Job Title:** Community and Events Officer

**Department** Fundraising and Communications

**Location:** A hybrid working model, combining office-based work in our offices in Camden Street, Dublin 2 and working remotely.

**Hours of Work:** 35 hours, full-time

**Contract:** Permanent

**Salary:** €40,000 p.a. DOE

**Annual Leave:** 25 days

**Other Benefits:**

- Pension – matched 5% Employer Contribution
- Time off in lieu will be provided for any requirement to work outside normal office hours in the evenings or weekends.
- Discretionary Christmas closure days
- Employee Assistance Programme

## How to Apply:

- Please apply by submitting a CV and cover letter in Word format, quoting reference CEOJ2401 by email to: [recruitment@ageaction.ie](mailto:recruitment@ageaction.ie) (<mailto:recruitment@ageaction.ie>)
- Please include details of two referees. References will not be contacted without prior consent.
- The deadline for applications is 5pm on Monday 8th July 2024.
- Interviews are expected to be held on 17th July 2024 at 30/31 Lower Camden Street

*Age Action is committed to equality, diversity and inclusion and we do not accept discrimination of any kind. We are keen to recruit colleagues with a range of experience, regardless of age, disability, gender, gender re-assignment, race, religion or belief, sexual orientation, marital or civil partnership status or maternity status.*

### Region

Home Based / Dublin 2

### Date Entered/Updated

12th Jun, 2024

### Expiry Date

8th Jul, 2024

---

**Source URL:** <https://www.activelink.ie/vacancies/civil-liberties-human-rights/108875-age-action-community-events-officer>