

# **Holocaust Education Ireland: Fundraising and Marketing Manager** **(<https://www.activelink.ie/node/109329>)**



## **Job Title: Fundraising and Marketing Manager**

**Salary:** €35,000 - €40,000, commensurate with experience

**Overview:** The Fundraising and Marketing Manager is responsible for developing and executing strategies to enhance the organisation's fundraising efforts and marketing outreach. This role involves creating compelling narratives that resonate with donors, stakeholders, and the public, as well as managing fundraising campaigns. The successful candidate will have a passion for nonprofit work, excellent communication skills, and a proven track record in fundraising and marketing.

## **Key Responsibilities**

### **Fundraising Management**

1. Fundraising Strategy: Develop and implement comprehensive fundraising strategies to meet the financial goals of the organisation.
2. Donor Relations: Cultivate and maintain relationships with individual donors, corporate sponsors, and foundations.
3. Campaign Management: Plan and execute various fundraising campaigns, including annual appeals, major gift initiatives, and online fundraising efforts.
4. Grant Writing: Research funding opportunities and write grant proposals to secure financial support from private and corporate foundations, and state funding.
5. Database Management: Maintain accurate records of donor information and fundraising activities using the organisation's CRM system - Monday.com.

### **Marketing Management**

1. Marketing Strategy: Develop and implement a strategic marketing plan to raise the organisation's profile and support fundraising efforts.
2. Content Creation: Create and oversee the production of high-quality content for various platforms, including websites, social media, newsletters, press releases, and annual reports.
3. Brand Management: Ensure consistent messaging and branding across all communications materials.
4. Digital Marketing: Manage the organisation's online presence, including website content, social media channels, and email marketing campaigns.

### **Qualifications**

**Education:** 3rd Level Qualification (A Qualification in Communications, Marketing, Fundraising, or a related field are an advantage).

**Experience:** Minimum of 3 years of experience in fundraising and communications, preferably within a non-profit organisation.

**Skills:**

- Strong writing, editing, and verbal communication skills.
- Proficiency in using CRM systems and fundraising software.
- Experience with digital marketing tools and social media platforms.
- Demonstrated success in developing and implementing strategic plans.
- Ability to manage multiple projects and meet deadlines.

- Strong interpersonal skills and ability to work in a team.

## Working Conditions

**Location:** Dublin (hybrid)

**Hours:** Full-time, with occasional evenings and weekends required for events and meetings.

**Travel:** Some travel may be required for donor meetings, conferences, and events.

(Part-time will also be considered)

## Application Process

Interested candidates should submit a CV, cover letter and two references to [info@holocausteducationireland.org](mailto:info@holocausteducationireland.org) (<mailto:info@holocausteducationireland.org>) by 5pm on **Monday 15th July, 2024**.

Please state '**Fundraising and Marketing Manager**' in the title of the email.

### Region

Dublin / hybrid

### Date Entered/Updated

3rd Jul, 2024

### Expiry Date

15th Jul, 2024

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**Source URL:** <https://www.activelink.ie/vacancies/interest-groups/109329-holocaust-education-ireland-fundraising-and-marketing-manager>