

## **DEBRA Ireland: Individual Giving Assistant Manager** **(<https://www.activelink.ie/node/113425>)**



**Contract:** Full-time, permanent.

**Location:** Dublin 2 (Hybrid: 3 days in the office, 2 days remote after a 2-month settling-in period).

**Salary:** The salary scale for this role is detailed in the Candidate Information Pack, which is available upon request by filling out the form below. If you're interested in applying or learning more, please don't hesitate to get in touch.

### **BACKGROUND**

DEBRA Ireland is the national charity uniting for change for those living with “Butterfly Skin” (Epidermolysis Bullosa). Through emotional and practical support, funding research, and campaigning for vital policy changes, DEBRA makes a tangible difference in the lives of individuals and families impacted by this painful, life-limiting condition.

2024 was a landmark year for Debra, thanks to the incredible success of the “Run to 40” campaign featuring Emma Fogarty and Colin Farrell. Raising over €900,000, this initiative generated significant awareness, strengthened donor relationships, and built a substantial new donor database to develop further. This success aligns with Debra’s bold ambitions to grow the IG program and drive fundraising impact, which supports pioneering research and vital services for those affected by EB.

### **THE ROLE**

Are you an experienced professional with a passion for individual giving and a drive to make a meaningful impact?

As the Individual Giving Assistant Manager, you will play a pivotal role in delivering DEBRA’s Individual Giving (IG) programme, which accounts for 50% of the organisation’s income. Reporting to the Head of Individual Giving, you’ll manage diverse aspects of the IG programme, including direct mail campaigns, donor retention, tax-back initiatives, and legacy fundraising.

#### **Key responsibilities will include:**

- Managing the production and execution of multi-channel direct marketing campaigns.
- Leading DEBRA’s tax-back programme to maximise donations.
- Developing and implementing donor retention strategies to enhance engagement and income.
- Using data analysis to inform campaign strategies, monitor performance, and optimise results.
- Supporting the growth of DEBRA’s legacy income stream.

To succeed, you’ll bring proven experience in individual giving or direct marketing, strong project management and data analysis skills, and a flair for building relationships with donors and stakeholders.

### **APPLICATION DETAILS**

To apply for this position, fill out [this form \(https://www.charitycareersrecruitment.ie/vacancy/139#application-info\)](https://www.charitycareersrecruitment.ie/vacancy/139#application-info) to get the full job description, candidate information pack, and application details.

If you have further questions, email [recruitment@cciexecutivesearch.ie](mailto:recruitment@cciexecutivesearch.ie) (mailto:recruitment@cciexecutivesearch.ie), using DEBRA Ireland — Individual Giving Assistant Manager as the subject of your email.

The recruitment campaign for this position is being managed exclusively on behalf of DEBRA Ireland by non-profit specialist recruitment consultancy CCI Executive Search.

It is CCI's policy to ensure that as much accommodation as possible is provided to facilitate the participation of individuals with special needs in the recruitment process and the workplace. If you require any specific accommodations, please let us know.

**Deadline for applications: 13/02/2025 12:00**

**Region**

Dublin 2 / Hybrid

**Date Entered/Updated**

27th Jan, 2025

**Expiry Date**

13th Feb, 2025

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