



249 Crumlin Road, Dublin 12  
Tel (01) 4557500 | Email: info@epilepsy.ie | Web: www.epilepsy.ie  
Facebook.com/epilepsy.ie | @epilepsyireland

## JOB DESCRIPTION

<b>Title:</b>	Fundraising & Development Manager
<b>Location:</b>	Epilepsy Ireland Head Office, Crumlin, Dublin 12 (post will include some travel). Hybrid working in place.
<b>Hours of Work:</b>	35 hours per week
<b>Reporting to:</b>	Chief Executive Officer
<b>Nature of post:</b>	Permanent post following six-month probation period.

### About Epilepsy Ireland

Epilepsy Ireland was established in 1966 and is the national organisation working for people with epilepsy and their families. Our vision is to achieve a society where no person's life is limited by epilepsy.

Our work encompasses:

- Support, training and information services for people with epilepsy and their families, delivered from head office in Dublin and 10 regional offices
- Education and training for health and care professionals
- Raising awareness and improving public understanding of epilepsy
- Advocating on behalf of people with epilepsy
- Funding and supporting epilepsy research

See [www.epilepsy.ie](http://www.epilepsy.ie) for more information on the organisation and our activities.

Our Strategic Plan 2022 – 2026 can be found at: <https://tinyurl.com/EIStratPlan>

## Role Summary: Fundraising & Development Manager

Reporting to the CEO, the Fundraising & Development Manager will be a member of the organisation's senior management team and will be responsible for leading the development and implementation of the organisation's overall income generation strategies to meet the objectives of our 2022-2026 Strategic Plan.

They will act as lead ambassador for the organisation in pitching for and negotiating support from third parties, actively stewarding existing supporters and engaging our base in a broad range of digital and community-based campaigns with a view to expanding the organisation's overall funding base and boosting our presence in the marketplace.

The role requires a dynamic, driven individual with a flair for creating engaging campaigns and an enthusiasm for leading on business development initiatives. By working to achieve these fundraising objectives, the Fundraising & Development Manager will play a vital role toward ensuring that the mission of Epilepsy Ireland can be meaningfully achieved.

## Key Roles and Responsibilities

- Working alongside the CEO and the Board's Business Development & Sustainability sub-committee, lead on developing a new multi-year **income generation strategy** to enable the organisation to achieve its strategic and operational goals.
- **Lead and manage the fundraising team** toward achieving agreed annual fundraising plan and targets.
- Manage and **further develop the organisation's existing fundraising channels** including events, campaigns, community fundraising, relationships with supporters, corporate partnerships and third-party fundraising.
- **Expand the organisation's fundraising activities in new directions**, ensuring a sustainable, successful and diverse fundraising portfolio.
- Contribute, as a **member of the senior management team**, to the overall strategic direction, management and growth of the organisation.

## Detailed Roles and Responsibilities

### Fundraising

- Meet agreed overall annual targets as well as targets for each specific fundraising channel.
- Plan, oversee and develop the delivery of existing fundraising events and campaigns to maximise returns, including Purple Day, Rose Week the annual Members Raffle and other fundraising drives/ events.

- Manage and develop existing community fundraising activities to maximise returns, including church gate collections, mini-marathons, and other supporter-led fundraising activities.
- Oversee, manage and develop the activities of third-party agents including tele-fundraising.
- Keep abreast of developments in fundraising trends across the sector and be aware of current market and economic factors influencing fundraising activities.
- Ensure that Epilepsy Ireland meets all legal and regulatory requirements in respect of fundraising activities. Keep policies and procedures up to date and in line with best practice.
- Ensure transparency in all Epilepsy Ireland fundraising activities.
- Ensure appropriate risk management practices in relation to all fundraising activities.
- Ensure the ongoing development of fundraising management information systems that meets the needs of the fundraising team and other internal departments.
- Provide monthly reports to the CEO detailing progress against plans and objectives.
- Work with the Finance Department to ensure that all fundraising income is correctly recorded, receipted and analysed.

#### **New Income Generation/ Business Development**

- Actively research, identify and determine the feasibility of new fundraising opportunities that can successfully contribute to the organisation's fundraising strategy.
- Develop and implement a regular giving programme that attracts and retains long-term supporters.
- Identify, cultivate, secure, and manage new corporate and/or major gift partnerships to positively influence the achievement of Epilepsy Ireland's strategic objectives. Develop proposals, briefs, and presentations to support the development of partnerships as required.
- Develop new online/ social media fundraising initiatives to increase supporter recruitment and engagement.
- Develop and roll-out initiatives aimed at promoting legacy donations.
- Seek opportunities for non-financial giving and in-kind donations.
- Promote Epilepsy Ireland to Trusts and Foundation and work to secure investment from same.

#### **Strategy/Planning**

- Develop, manage and implement a comprehensive, clearly defined and cost-effective income generation strategy for Epilepsy Ireland to enable the delivery of our strategic plans.
- Work closely with the CEO and the Board's Business Development & Sustainability sub-committee on the development and implementation of this strategy, co-ordinating the work of the sub-committee.
- Ensure that the income generation strategy is sustainable, flexible and include a diverse range of income streams to minimise risk.
- Monitor, review and evaluate the income generation strategy on a continuous basis

- Report on the implementation of strategies to the CEO, Board and relevant sub-committees as required.
- Lead on the development and implementation of annual fundraising plans in line with the overall strategy and the organisation's mission and objectives.
- Establish, in consultation with the CEO, a range of specific, realistic, and time-framed fundraising objectives and ensure that objectives are actively tracked and managed.
- Prepare an annual fundraising budget as part of the organisation's overall budgetary process.
- Plan and deliver exceptional proposals and campaigns, measuring impact and return on investment for partners and funders.

### **Fundraising Communications**

- Build relationships with a range of external stakeholders to further Epilepsy Ireland's strategic objectives.
- Represent the organisation externally at events, networking forums and in the media where required.
- Ensure that Epilepsy Ireland's brand image and messaging is represented accurately and consistently in fundraising communications.
- Work with the Advocacy & Communications Manager to ensure that fundraising initiatives receive publicity and promotion through appropriate communication channels.

### **Management & Leadership**

- Participate as a key member of the Senior Management team ensuring that the vision, mission and objectives of the organisation are upheld at all times.
- Actively contribute to the overall strategic direction, management and growth of the organisation.
- Set, monitor and review clear objectives and targets for team members in a way which enables the department to achieve its goals most effectively.
- Ensure that the fundraising team are working effectively and have the appropriate skills, knowledge and tools to deliver on fundraising plans/ targets.
- Identify under-performing or inefficient fundraising activities, working to phase out where appropriate.
- Conduct annual operational reviews to identify high priority areas for development so that appropriate funders for each priority area can be identified.
- Foster a team culture that is target driven, encourages accountability, innovation, kindness towards and support for colleagues, commitment to continuous learning, and a creative approach to problem solving.
- Provide a positive and inspiring leadership approach to ensure buy-in and commitment to the vision and operational plan by staff.

### **Stakeholder Management**

- Manage and build on relationships with existing supporters, donors, and volunteers, including existing corporate partnerships.
- Develop and manage the roll-out of initiatives to promote and grow Epilepsy Ireland Membership

- Identify relevant funding and grant-making opportunities and work with the Management team on preparing grant applications to support Epilepsy Ireland's strategic objectives
- Identify and develop partnership opportunities, where appropriate, with other non-profit organisations.

### **Other**

- Demonstrate a commitment to the work of Epilepsy Ireland and carry out the work of the organisation in an efficient and effective manner.
- Uphold the reputation of the organisation and represent Epilepsy Ireland in a professional manner
- Adhere to the Epilepsy Ireland's policies and procedures.
- Participate in Epilepsy Ireland's performance management system and engage in supervision and appraisal regular basis.
- Participate in relevant training and development activities as agreed with the CEO.
- To be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention to the Health & Safety Officer.
- Undertake such other duties as might be reasonably assigned from time to time

*These duties are a general guide to the responsibilities of the Fundraising & Development Manager. They are neither definitive nor restrictive. The post-holder may be required to undertake other duties commensurate with the post.*

### **Person Profile**

We are seeking to recruit an experienced Fundraising & Development Manager with a proven track record in a similar role. The role requires a strategic thinker with natural networking and communication skills, a strong commercial acumen, and the ability to build successful lasting relationships.

They will be self-driven, creative, passionate about their work and the mission of Epilepsy Ireland. They will have a strong knowledge of the non-profit sector in Ireland and the ability to demonstrate a proven track record in fundraising or business development.

They will have exceptional experience in the management of external stakeholders, and a proven ability to work on their own initiative, while leading and managing a small team. They will be a results-focused self-starter with the ability to manage multiple demands, prioritise and work under pressure. They will be solution-focused, and have excellent verbal, written and digital communication skills.

## Core Competencies and Skills Summary

Criteria	Essential	Desirable
Minimum of 3 years' experience in a leadership role within a fundraising (or equivalent) team, managing a diverse portfolio of activities.	✓	
Third level qualification in a relevant discipline.	✓	
Experience of developing and implementing an income generation strategy, with a proven track record of growing income and achieving targets.	✓	
Experience in leading and inspiring a team, using innovative, creative thinking to achieve targets.	✓	
Evidence of building, managing, and developing key external relationships or partnerships.	✓	
Experience of managing budgets and producing reports.	✓	
Thorough understanding of the fundraising and non-profit landscape in Ireland.	✓	
Outstanding written and oral communication skills, with an ability to communicate with different target audiences.	✓	
Excellent interpersonal, networking and influencing abilities.	✓	
Excellent project management, people management, organisational and planning skills.	✓	
Experience in digital fundraising, marketing or communications	✓	
Excellent analytical and commercial skills to identify new opportunities.	✓	
Strategic thinker with ability to work as part of the senior management team.	✓	
Flexibility to travel and perform occasional evening and weekend work	✓	
Motivated to work within the non-profit health/ disability sector, with a passion for making a difference	✓	
Experience of using and/or developing CRM systems (e.g. CHAMP, Salesforce)		✓
Full and clean driver's license and access to own car		✓
An understanding of and empathy for epilepsy-related issues		✓

## Remuneration

A competitive salary commensurate with experience is offered for this position.

The postholder will be eligible for Epilepsy Ireland's Defined Contributions Pension scheme on completion of a 6-month probation.

Hybrid working and Time-in-lieu policies are in operation.

## Applications

To apply, please send your CV with a covering letter explaining why you wish to apply for the position and highlighting your relevant skills and experience to Catherine Powell at [recruitment@epilepsy.ie](mailto:recruitment@epilepsy.ie). Please use the reference 'Fundraising & Development Manager' when applying.

The closing date for receipt of applications is **5pm, Wednesday 30th November 2022**.

*Epilepsy Ireland is an equal opportunities employer and welcomes suitably qualified applicants from all sections of society.*

*By applying for this position you are giving Epilepsy Ireland consent to have your personal data stored which will be retained for the purpose of this recruitment process only.*

*This position is offered subject to reference checks and Garda Vetting.*