

Job Description

Acquisition and Fundraising

Product Manager

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children - to save their lives; to defend their rights; to help them fulfil their potential. Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone. Entirely funded by voluntary donations, this vital work for children cannot happen without our supporters.

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| **Job Title:** | Acquisition and Fundraising Product Manager |
| **Reporting To:** | Director of Individual Giving |
| **Team:** | Individual Giving |
| **Line Reports:** | 1 |
| **Location:** | Hybrid – mostly from home |
| **Contract:** | Permanent |
| **Salary:** | Negotiable – depending on experience |

**Role Summary:**

This is an exciting opportunity for an experienced and ambitious fundraiser. If you love driving change, exploring new ideas, working in a fast-paced environment, and feeling part of a team, then this could be the role for you.

The Fundraising Acquisition and Product Manager will be responsible for recruiting new cash and regular giving donors via traditional fundraising channels, developing new fundraising products, managing and optimising existing products, and seeking out and exploring new ideas to surprise and delight our audiences.

The successful applicant will be joining a team of friendly and experienced fundraisers who work to support each other in any way they can.

**Why fundraise for UNICEF Ireland?**

UNICEF Ireland is in many ways a fundraiser’s dream, not least because our team is empowered to deliver at pace, and we are given the space, freedom and autonomy to deliver some truly inspiring work.

Here are just some of the things the team has to say about working here:

*"No two days are the same. The work is varied, interesting and engaging. And I love being part of this team. Everyone is super helpful!"*

*“I am really proud to work for UNICEF; which saves more children’s lives than any other humanitarian organisation. It's really inspiring and rewarding to know that each day when I sit at my desk, I am contributing to the work of this organisation.”*

*"I love the flexibility of working remotely from the comfort of my own home. Every day I have the opportunity to collaborate and learn from UNICEF colleagues all over the world."*

*"It's very exciting to work for UNICEF Ireland because we are growing so rapidly. There are lots of opportunities for me and the team to enhance our skills, learn, share and support each other."*

*“There’s a real energy within the team to deliver the best work we can, and it’s incredibly motivating and inspiring. That combined with how enabled and supported I am to deliver makes it very rewarding to work here.”*

*“I have never worked in an organisation where senior management are so supportive. It’s really such a special place to work.”*

**Key Responsibilities:**

Strategy & Planning

* Support the Strategy Specialist to develop the acquisition strategy, considering journeys from brand building, through prospecting and to donation.
* Plan the acquisition programme of work across both cash and regular giving to drive new donor volumes, maximise income, ROI and 6 month retention.
* Develop the acquisition emergency response plan to ensure timely, efficient and effective delivery during a sudden onset emergency.
* Conduct product portfolio analysis and plan road map for new product development aimed at driving recruitment of existing audiences and reaching new audiences.

Execution

* Successfully plan and deliver multichannel acquisition campaigns to recruit and cash and regular giving donors, both during and outside of emergencies.
* Develop a detailed understanding of our target audiences and ensure channels and campaigns are appropriately targeted to drive volume and value for the organisation.
* Develop and implement effective welcome and onboarding strategies and journeys to delight and retain new regular giving donors.
* Successfully manage the existing product portfolio, ensuring the effective co-ordination across various teams, and drive the continuous improvement of products and the overall portfolio.
* Working closely with digital and retention team, successfully manage the inspired gift programme across online and offline channels.
* Build strong working relationships with external partners and implement effective agency performance management initiatives to maximise their performance and drive value for the organisation.
* Actively participate in the annual budgeting process and continuously monitor campaign and channel performance against short and long term KPIs.
* Effectively manage, inspire, and develop one line report.

**Skills and Experience:**

Essential

* Minimum 5 years’ fundraising experience in an individual giving team.
* Experience in delivering regular giving and cash campaigns and activities.
* Budgeting, forecasting, reporting and post campaign analysis experience.
* Supplier management experience.
* Demonstrated project management skills and the ability to manage integrated campaigns end to end.
* Innovative and creative approach to work, with strong ability to develop, test and implement new ideas.
* Excellent communication and interpersonal skills.
* Demonstrated ability to copy write direct response fundraising activities.
* Excellent attention to detail.
* Strong knowledge of GDPR, Charity Regulations and Dochas code of conduct.

Desirable

* Experience of working with a media buying agency to plan integrated campaigns.
* Experience of brand marketing and brand awareness driving campaigns.
* Line management experience.
* Working knowledge of Salesforce and Marketing Cloud.
* Experience fundraising during sudden onset emergencies or background in an agency environment.

**Person Specification:**

This role would best suit somebody who has the following attributes and approach to their work:

* Has a positive and can-do attitude.
* Excellent team player who is happy to support and assist other members of the team.
* Thrives in a collaborative environment and works for the greater good of the team.
* Passionate about saving and bettering the lives of children around the world.
* Out of the box thinker who loves coming up with creative ideas to solve problems.
* Is never bored because they always think of more things to do, such as testing a new channel, developing a new proposition, improving an existing process, or researching a new audience.
* Loves working in a fast paced and dynamic environment.

#### If you think this is the right role for you, we’d love to hear from you. Please email your cover letter and CV to [helen@unicef.ie](mailto:helen@unicef.ie) by Sunday 12th of May.

UNICEF Ireland is committed to adhering to the highest standards of child protection and child safeguarding. UNICEF reserves the right not to employ staff or engage volunteers or other representatives who are deemed to pose or potentially pose a risk to the protection of children, to the full extent permitted by law. Additionally, all candidates must sign UNICEF Ireland’s Child Protection Policy & Procedures before commencing employment, engaging as a volunteer, intern, consultant or representative of UNICEF Ireland.