

Job Description

Fundraising Acquisition Specialist



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.

Job Title:	Fundraising Acquisition Specialist
Reporting To:	Acquisition Fundraising & Innovation Manager
Team:	Individual Giving
Location:	Hybrid – mostly from home
Contract:	Permanent
Salary:	Negotiable – depending on experience

Role Summary:

We are seeking a driven and innovative fundraiser to join our team as a Fundraising Acquisition Specialist. This role is responsible for implementing and executing high-quality donor acquisition campaigns across non-digital channels, including DRTV, radio, press, direct mail, face to face and telemarketing. 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.

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:

Acquisition Campaign Support & Execution

- Plan, develop and execute multi-channel acquisition campaigns to recruit cash and regular giving donors, both during and outside of emergencies. Using channels such as DRTV, radio, press, direct mail, face to face and telemarketing.
- Excellent copywriting skills with the ability to create compelling, emotive fundraising appeals and supporter communications to convey UNICEF's impact and drive supporter response.
- Support the Acquisition Fundraising & Innovation Manager in developing the overall acquisition strategy, providing campaign insights, performance analysis, and audience knowledge to inform strategic decisions.

- Develop a detailed understanding of our target audiences and ensure channels and campaigns are appropriately targeted to drive volume and value for the organisation.

Supplier and Stakeholder Management

- Experience in managing day-to-day relationships with external suppliers and agencies, including creative and media partners, to ensure effective campaign delivery.
- Oversee agency performance, ensuring value for money and alignment with campaign objectives.
- Provide clear briefs, feedback and direction to creative and production partners.
- Coordinate with internal teams (e.g. supporter care, digital, finance) to support seamless campaign implementation.

Performance, Budgeting & Reporting

- Assist the Acquisition Fundraising & Innovation Manager in developing campaign budgets.
- Monitor campaign performance, using data to optimise creative, targeting and spend.
- Ability to manage campaign budgets, ensuring cost-effectiveness and strong focus on ROI.

Skills and Experience:

Essential

- Minimum 4 years' experience in fundraising or direct marketing, with a strong focus on donor acquisition.
- Excellent copywriting skills with the ability to create compelling, emotive fundraising appeals and supporter communications.
- Proven track record of delivering successful acquisition campaigns and achieving income targets.
- Strong project management skills with the ability to coordinate complex campaigns.
- Experience working in DRTV programmes on content creative and media bookings.
- Excellent communication and interpersonal skills.

Desirable

- Experience of working with a media buying agency to plan integrated campaigns.
- Experience of brand marketing and brand awareness driving campaigns.

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.
- Loves working in a fast paced and dynamic environment.

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.

To apply, please email your CV to hughie@unicef.ie before Sunday 10th May 2026.