



JOB DESCRIPTION – Individual Giving Manager

Job Title:	Individual Giving Manager
Department:	Business Development
Location:	Ireland
Reports to:	Head of Public Engagement
Contract Type:	Permanent
Salary	€50,000 - €60,000 DOE
Background & Job Purpose:	Self Help Africa is an international NGO dedicated to the vision of sustainable livelihoods and healthy lives for all in a changing climate. Headquartered in Ireland, with offices in the UK, the US, and Sub-Saharan Africa. SHA's mission is the alleviation of hunger, poverty, social inequality and the impact of climate change through community-led, market-based and enterprise-focused approaches, so that people can have access to nutritious food, clean water, decent employment and incomes, while sustaining natural resources. The Individual Giving Manager will lead a programme to secure and increase donated income from individuals in line with Self Help Africa's fundraising strategy. This role is central to strengthening supporter engagement, driving income growth, and ensuring consistent, compelling messaging across multiple regions. The Individual Giving Manager will lead the digital fundraising programme within Self Help Africa across the website, email, and social channels for Individual Giving. The Individual Giving Manager will also manage a small dedicated team of 4 direct reports who work on hybrid and remote arrangements across Ireland and the UK.
Key Responsibilities:	Lead and Manage Individual Giving Campaigns & Appeals • Lead a multi-territory direct marketing strategy across digital and traditional platforms, to recruit and retain cash and regular giving donors through a cohesive multi-channel approach (including but not limited to email, social, direct mail, face-to-face and telemarketing). • Develop innovative campaigns that leverage storytelling, audience insight, and emerging trends to deepen engagement with supporters and partners. • Excellent copywriting skills with the ability to create compelling, emotive fundraising appeals and supporter communications to convey Self Help Africa's impact, and drive supporter response. • Support the Head of Public Engagement in developing the overall acquisition strategy, providing campaign insights, performance analysis, and audience knowledge to inform strategic decisions.

	• Develop a detailed understanding of target audiences and ensure channels and campaigns are appropriately targeted to drive volume and value for the organisation. • Work with the Communications and Programmes Teams to collect impact updates, personal stories and content to inform communication strategies and campaign development. • Translate donor data and reports into actionable insights to enhance supporter experience and campaign effectiveness. Performance, Budgeting & Reporting • Assist the Head of Public Engagement in developing the annual Fundraising budgets as well as drafting, managing and being responsible for DM campaign budgets. • Oversee campaign budgets, income, and expenditure, ensuring strong financial stewardship. • Monitor and analyse campaign performance, delivering detailed reports and recommendations for continuous improvement. Supplier and Stakeholder Management • Manage 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. Donor Care, Data, Communications, Finance) to support seamless campaign implementation. Leadership & Team Development • Drive continuous improvement and provide leadership across donor care, income tracking, and data management functions. • Manage and motivate a high-performing team through clear KPIs, regular appraisals, and one-to-one mentoring. • Foster a collaborative, results-driven culture focused on impact and accountability. Manage Direct Reports: • Fundraising Database and Administration officer • Donor Care Coordinator • Direct Marketing and Fundraising Assistant • Administrative Assistant
Key Relationships:	Internal • COO • Head of Public Engagement

	- Fundraising Team, in particular the DM team - ICT - Communications Team - Finance Team External - Suppliers - telemarketing agencies; digital agencies; face-to-face suppliers; printers; AnPost and Royal Mail. - Membership bodies (CII, Wheel, etc). - External Stakeholders and partners.
Qualifications/Other Requirements	Essential - Minimum of 4 years proven experience in direct marketing within the nonprofit or fundraising sector. - Experience in managing a team as well as demonstrated leadership skills with a track record of developing and motivating teams. - Strong understanding of donor acquisition, retention, and development strategies. - Strong strategic thinking with the ability to translate insights into effective campaigns. - Experience managing budgets, analysing performance metrics, and reporting outcomes. - Strong communication and interpersonal skills with the ability to build effective relationships with internal and external stakeholders - Experience using CRM systems (e.g. Salesforce) to manage supporter relationships and track campaign performance with a data-driven marketing approach. - Creative thinking and innovative approach to problem-solving with the ability to be agile and adaptive. Desirable - Third level qualification in marketing or related discipline - Diploma or Certificate in Fundraising - Experience of working with Salesforce and Salesforce Marketing Cloud. - Experience managing third-party suppliers for door-to-door and/or face-to-face fundraising campaigns

Self Help Africa is an Equal Opportunities Employer
Important information:

Self Help Africa is an international development charity and is committed to the safeguarding of all those who we come into contact with or through our work. We are committed to preventing any type of unwanted behaviour relating to our work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and we are committed to promoting the welfare of children and the people we aim to assist with whom Self Help Africa engages. Self Help Africa expects all staff and volunteers to share this commitment and uphold the values and behaviours outlined in the [Code of Conduct](#) and [Child and Adult Safeguarding Policy](#). We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us. Recruitment to all roles in Self Help Africa will include, and be subject to, a criminal records self-declaration, references, and other pre-employment checks, which may include police and qualifications



checking. Self Help Africa is committed to the principles of the Misconduct Disclosure Scheme and will request information from previous employers about any findings of sexual exploitation, sexual abuse or sexual harassment during employment. By submitting an application, the applicant confirms her/his understanding of these recruitment procedures. Subsequently, working or volunteering with Self Help Africa is subject to a range of vetting checks, including **criminal background checking**.

Research shows that women and those from marginalised ethnic groups are less likely to apply to jobs unless they meet every single requirement. If you're excited about this role but your experience doesn't align with every criteria described, we encourage you to apply anyway, you could be exactly what we need!

Self Help Africa is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.