**JOB DESCRIPTION**

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| **Job Title:** | Fundraising Database and Administration Officer |
| **Company:** | Gorta T/A Self Help Africa (SHA) |
| **Location:** | Dublin, Ireland |
| **Contract type:** | Permanent  |
| **Hours:** | Full time, 37.5 hours per week - Monday to Friday |
| **Reports to:** | Direct Marketing Manager |
| **Salary:** | €36,000 - €39,600 DOE |
| **Organisation overview:** | **About Self Help Africa** Self Help Africa is an international development organisation that works through agriculture and Agri-enterprise development to end hunger and extreme poverty. In 2021, Self Help Africa merged with United Purpose, doubling our size. The organisation works in 15 programme countries in Africa, Asia and Latin America and its 2023 budget is in excess of €50m.In early 2023 we launched a new five-year organisation strategy, which defines shared mission as 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.Our wider organisation also includes social enterprise subsidiaries Partner Africa, which provides ethical auditing and consultancy services, TruTrade, an innovative trading platform in East Africa, and CUMO, Malawi’s largest micro-finance provider.Our three core values are:▪ Impact: We are accountable, ambitious and committed to systemic change.▪ Innovation: We are agile, creative and enterprising in an ever-changing world.▪ Community: We are inclusive, honest and have integrity in our relationships. |
| **Job Purpose:** | The purpose of this new role is to support online and offline Fundraising Campaigns across Direct Marketing; Face to Face Fundraising; Regular Giving, Digital Campaigns, Community and Events Fundraising. The Fundraising Database and Administration Officer will be responsible for the Self Help Africa Donor CRM and associated financial processes; data analysis and reporting in order to achieve excellence in donor care and contribute to data driven fundraising and marketing activity across Ireland and the UK.You will be working in the Public Engagement section, primarily with the Business Development (fundraising) and Communications teams; and have strong interdependencies with Self Help Africa ICT and Finance teams.This is a hybrid role, with a requirement to be office based (Dublin City Centre) at least 2 days per week.You will have a busy role in a dynamic team, and organisation. You’ll work alongside colleagues from different countries on a daily basis.  |
| **Key Responsibilities:** | **1) Database Admin & Support across all Fundraising Donor Care and Income*** Data processing, Data Analysis & Reporting
* Reporting and modelling of ongoing and future campaigns based on historical giving data
* Preparation of donor data for mail, email, and telemarketing campaigns including all appeals and Charity Tax back campaigns.
* Support and assistance on Marketing Cloud
* Ad hoc report preparation depending on business needs

**2) Financial processing and reconciliation for Fundraising:*** Oversee new regular donor onboarding to Salesforce (CRM) for online and face-to-face acquisition campaigns
* Working with the Direct Marketing and Fundraising Assistant on monthly Regular Giving processing including preparation and submission of Direct Debit bank files monthly; standing order matching; and recurring credit card payments
* To act in a support capacity for the processing of UK regular giving files preparation and submission of Direct Debit bank files monthly; standing order matching; and recurring credit card payments
* Working with the Direct Marketing and Fundraising Assistant on monthly reconciliation of bank accounts used for regular giving; reconciliation for other donations in IE and UK.

**3) Campaign Support and Set Up:*** Helping to set-up donor acquisition campaigns; both online and face-to-face
* Campaign setup, code allocation and segmentation for new Fundraising Appeals and Campaigns.
* Preparing donor contact lists and personalisation for mail, email and Telemarketing appeals and campaigns.
* Work with DM team, and Finance on tracking and setting up the Charity Taxback claim form handling and prepare claim for Irish Revenue; and Gift Aid in the UK
* Provide campaign support for various SHA fundraising events throughout the year

**4) Continuous Improvement & Innovation:*** Making the database "work for fundraising" to ensure timely reporting and accurate data entry.
* Upgrading and updating systems as appropriate; adopting new processes and products.
* When appropriate and necessary provide training for the fundraising team on basic database functions and processes.
* Identify new opportunities for developing the role to bring greater value to income generation, and the wider fundraising team.
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| **Key Relationships:** | **Internal*** Direct Marketing Manager
* Director of Business Development
* Donor Care Team
* Wider Fundraising Team in Ireland and the UK
* Finance Team
* ICT team

**External*** Telemarketing Agencies
* Face-to-face Fundraising Agencies
* Direct Debit Processing Agency (UK)
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| **Knowledge, Experience and Other Requirements:** | **Essential*** QQI Level 8 qualification or higher
* 2+ years experience working at a proficient level on CRM databases, in particular data analysis. Salesforce is preferred.
* Highly skilled in MS Office – particularly Excel
* Excellent written and verbal communication skills
* Ability to prioritise workloads
* Sound judgement and capacity for innovation
* Enthusiastic and motivated
* Fluent English
* Legally permitted to work in Ireland
* Ability to work in Dublin City Centre office x 2 days per week

**Highly Desired:*** Experience of working in Salesforce and Marketing Cloud
* Experience of working in a busy fundraising team, or other non-profit organisation
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*All candidates offered a job with Self Help Africa will be expected to sign our Safeguarding Policies and Code of Conduct as an appendix to their contract of employment and agree to conduct themselves in accordance with the provisions of these documents. Specific roles may require Police/DBS/ [relevant police authority] vetting.*

**Self Help Africa is an equal opportunities employer.**