

### JOB DESCRIPTION

<b>Job Title:</b>	Part Time Direct Marketing Assistant
<b>Department:</b>	Business Development
<b>Location:</b>	Dublin
<b>Contract Type:</b>	Part Time. 1-Year Contract. 6 months' probation
<b>Reports to:</b>	Database Manger
	<p>Self Help Africa (SHA) is an international NGO, dedicated to the vision of an economically thriving and resilient rural Africa. SHA focuses on agriculture and agribusiness as the engine of growth in Africa.</p> <p>Our approach is collaborative and market-based: although we see our primary clients as smallholder farmers in Africa, we work with all participants in the agricultural value chain.</p> <p>The Group also has social enterprise subsidiaries – TruTrade, which supports market access for small-holder farmers in the agricultural value-chain; Traidlinks, providing market-linkages to agri-business in East Africa; and Partner Africa, an ethical auditing and consultancy firm that operates across more than 40 countries in sub-Saharan Africa and the Middle East. Self Help Africa is also the lead agency in the delivery of a schools national Development Education programme on behalf of the Irish government, WorldWide Global Schools.</p> <p>The Group has an ambitious five-year strategy with plans to double its scale by 2021 and the CIO will have a key part to play in that, with responsibility for: digital, data and information strategy; ICT governance, control and policy development; advising the SMT; and ensuring effective take-up by staff and partners of existing and future system investments.</p>
<b>Job Purpose:</b>	<p>The main purpose of this role is to deliver excellent administrative support to the direct marketing team, donors and supporters, including the provision of high-quality donor care. Ensure accurate data input and support fundraising activities to maximise Self Help Africa's income.</p> <p>The person will work closely with the Database Manager and the Direct Marketing Manager on a daily basis and will assist in producing high quality donor communications to donors in Ireland and Northern Ireland. They will also work closely with fundraising colleagues in our UK office</p> <p>As this is small fundraising team – from time to time the person will also need to assist other team members outside of the DM team and in addition to provide cover when needed for dealing with calls to the Self Help Africa office in Dublin.</p>

<b>Key Responsibilities:</b>	<p><b>Duties &amp; Responsibilities - Database</b></p> <ul style="list-style-type: none"> <li>• Create and upload Direct Debit Files for bank processing on a weekly basis</li> <li>• Download and process direct debit rejections</li> <li>• Help with monthly bank reconciliations</li> <li>• Ensure all GDPR procedures are correctly followed as regards donor information and using the CRM</li> <li>• Processing the S848a CHY3 (Tax) forms returned from donors</li> <li>• Ad hoc problem solving as issues arise with donor records on Salesforce</li> <li>• Answer and direct incoming calls to the Self Help Africa office when required</li> <li>• Undertake any other duties in the fundraising team that may be required from time to time</li> </ul> <p><b>Duties &amp; Responsibilities – Donor Care</b></p> <ul style="list-style-type: none"> <li>• Process cash/individual donations as required but especially during peak appeal periods</li> <li>• Work with DM Manager to ensure high quality donor journeys</li> <li>• Work with DM manager to produce digital and hardcopy supporter communications</li> <li>• Ensure high quality donor care and relationships with donors and supporters on a monthly basis</li> <li>• Monitoring lapsed regular donors to prepare file for reactivation calls</li> <li>• Dealing with Donor Complaints and queries</li> <li>• Maintaining donor profiles and keeping them up to date on the CRM</li> <li>• Dealing appropriately with returned mail &amp; updating returned / gone away information on the CRM</li> </ul>
<b>Key Relationships:</b>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Fundraising Team in particular the DM Manager, and the Database manager</li> <li>• Self Help Africa Finance team</li> </ul> <p><b>External</b> Donors, Supporters, Suppliers such as telemarketing agencies, printers, donor recruitment agencies</p>
<b>Qualifications/Knowledge and Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Leaving Cert (or High School/Secondary School qualification if educated outside of Ireland) and third level qualification</li> <li>• Experience of working on databases</li> <li>• Sales, Marketing, or other customer service role experience</li> </ul>

	<ul style="list-style-type: none"> <li>• Skills in MS Office in particular MS Excel and MS Word</li> <li>• Confident and professional telephone manner and ability to deal sensitively with donor queries</li> <li>• Fluent in English language.</li> <li>• Legally eligible to work in Ireland</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Knowledge of Salesforce CRM</li> <li>• Ability to work on own initiative and prioritise own work in order to meet objectives</li> <li>• Digital and social media marketing experience</li> <li>• Ability to work as part of a wider team</li> <li>• Experience in a busy office environment</li> </ul>
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Any candidate offered a job with Self Help Africa will be expected to sign Self Help Africa's 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/garda vetting.

**Self Help Africa strives to be an Equal Opportunities Employer**