**JOB DESCRIPTION**

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| **Job Title:** | Direct Marketing and Fundraising Assistant |
| **Company:** | Self Help Africa |
| **Department:** | Business Development |
| **Location:** | Dublin |
| **Contract Type** | Full time, one year fixed term contract |
| **Reports to:** | Database Manager and Events & Community Manager |
| **Organisation:** | Self Help Africa (SHA) is an international NGO dedicated to the vision of an economically thriving and resilient rural Africa. Headquartered in Ireland, SHA creates scalable and sustainable solutions to eradicating long-term poverty through knowledge transfer, investment, and market linkages.In 2021, Self Help Africa merged with United Purpose. This doubled our size and created an international NGO that is implementing projects to end extreme hunger and poverty across 17 countries, mainly in sub-Saharan Africa. Collectively a part of the wider Gorta Group, which also includes social enterprise subsidiaries Partner Africa, TruTrade and Cumo Microfinance, the organisation will work with close to six million people this year. |
| **Job Purpose:** | The main purpose of this role is to deliver excellent administrative support to the Fundraising team, with a focus on direct marketing, digital marketing, donor care and church-gate fundraising.You will work closely with the Database Manager and the Direct Marketing Manager on a daily basis and will assist in producing high quality, integrated donor acquisition and retention campaigns, across  to donors in Ireland and Northern Ireland. You will also provide administrative support to the events team and the church gates fundraising schedule. |
| **Key Responsibilities:** | **Direct Marketing and Donor Care Responsibilities*** Work with Direct Marketing Manager to ensure high quality donor journeys across mail, email, and social channels
* Assist the Direct Marketing manager with email fundraising campaigns.
* Assist in the set-up, monitoring and management of paid social media fundraising campaigns; managing facebook fundraisers; and running monthly Facebook transaction reports.
* Process cash/individual donations received via post and online as required but especially during peak appeal periods.
* Ensure excellent donor care and relationships with donors and supporters
* Maintain donor profiles and keep them up to date on the CRM

**Database Responsibilities*** Help create and upload Direct Debit Files for bank processing on a weekly basis
* Conduct monthly bank reconciliations; including from donation platforms
* Ensure all GDPR procedures are correctly followed as regards donor information
* Process the *S848a CHY3* (Charity Tax Relief) forms returned from donors
* Ad hoc problem solving as issues arise with donor records on Salesforce
* Undertake any other duties in the fundraising team that may be required from time to tim

**Duties & Responsibilities - Administrative Support*** Support the Office Coordinator in answering the phone and receiving and announcing visitors, handling the opening and distribution of post; accepting deliveries; dealing with inbound and outbound couriers promptly.
* Events - Assist in the planning, administration and running of events
* Carbon Readings - Complete readings for businesses, track business payments & renewals
* Co-ordinating Church Gate Collections nationally - including permit applications, lodgement and receipting for collections, and supporting the Church Gates Officer when required
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| **Key Relationships:** | **Internal*** Fundraising Team, in particular the Direct Marketing Manager, the Database Manager, Events Manager and Church Gates Officer
* Finance Team
* Office-Coordinator

**External*** Donors, supporters, suppliers such as telemarketing agencies, printers, donor recruitment agencies
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| **Qualifications / Knowledge and Experience** | **Essential*** Third level certificate or diploma
* Digital and / or Social media marketing experience
* Experience of working on databases
* Skills in MS Office in particular MS Excel and MS Word
* Confident and professional telephone manner and ability to deal sensitively with donor queries
* Ability to work on own initiative and prioritise own work in order to meet objectives
* Fluent in English language

**Desirable*** Knowledge of Salesforce CRM
* Sales, marketing, or other customer service role experience
* Ability to work as part of a wider team
* Experience in a busy office environment
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*All candidates 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/ vetting.*