

Job Description: Fundraising / Direct Marketing Account Executive

June 2022

Do you love spreadsheets?

Do you use colour coded gmail labels and have 0 unread emails?

Do you live and die by your schedule?

In other words, if you were a member of the Friends' cast, would you be Monica?

If you've answered yes to the above – we have the role for you!



We are looking to recruit an uber organised Account Executive with a passion for the not-for-profit sector to join our team.

This is a fantastic opportunity to join a high energy agency, work with some of the best charities in Ireland... and help to change the world just a little bit.

The Account Executive role supports the work of the client account team, acting as a key contact point for clients and leading on the administration, data, print and production of client campaigns.

We help some of the most important organisations in the country to raise the money they need to continue their astonishing work. Which means hard work and high standards in everything we do. But we reward people who put the effort in and achieve successful outcomes.

Conditions of Employment

Contract: Permanent, subject to performance. A probation period of six months will apply, which may be extended upon review.

An attractive salary commensurate with experience and in the range €26,000 to €32,000 will be offered to the successful candidate, depending on experience specific to this role.

Ask Direct operates a performance-related bonus scheme. If you contribute to our success as a company you'll share in the rewards.

Employees are entitled to be enrolled in Ask Direct's pension scheme. Ask Direct matches employee pension contributions up to a maximum of 5% of salary.

Hours of work: 35 hours per week. As work is deadline-driven you will need to be flexible and can expect that there may be some evening and weekend work.

Successful candidate will need to be able to work from home (essential IT equipment will be provided). While the role is remote first, employees will be expected to attend in-person meetings, presentations etc., from time to time.

We strive to be a family-friendly workplace. We are happy to consider flexible working arrangements.

Annual Leave: 25 days.

Ask Direct has been Silver accredited by Investors in People for high performance in people management.

Job Description

Role:	Account Executive
Reports to:	Account Manager
Closing date:	Applications will be assessed on a rolling basis until the position is filled

Purpose:

The Account Executive supports the work of the Account Manager and their team, acts as a key contact point for clients and leads the administration, data, print and production of client campaigns.

Responsibilities:

1. Client Accounts

- Work with the account and creative teams to deliver annual fundraising programmes and projects for clients.
- Act as a day-to-day contact for clients particularly during the production phase of campaigns.
- Prepare and manage campaign schedules.
- Prepare regular status reports for all key clients.
- Attend and input into client meetings and presentations as required.
- Compile contact reports for meetings as necessary.

2. Campaign Support

- Coordinate account activities and operations to ensure efficiency and compliance with company policies.
- Source photos, carry out background research, attend photo shoots and provide other necessary support to client campaigns.
- Provide input into the development of campaigns where appropriate.
- Support budgeting and invoicing procedures.

3. Print, Production & Quality Control

- Work with the Account Managers to ensure campaign production is managed to the highest possible standards and in line with Ask Direct's production and quality control processes.
- Negotiate, secure and review quotes from suppliers and monitor print and production costs to ensure jobs come in on budget.
- Cultivate and manage third party suppliers such as printers and mailing houses.
- Provide quality control for print and production work including checking and approving artwork, print proofs and data proofs.

4. Data

- Analyse and ensure client data meets campaign specifications, is accurate and on brief.
- Prepare data and production briefs.
- Lead on all data management with third party suppliers.

5. Learning & Development

- Take personal responsibility for own professional development.

6. Supporting Ask Direct's Values

- Approach all aspects of your work with passion and commitment.
- Consistently take a results-driven approach, both to clients' objectives, and our own.
- Carry out your work at all times with integrity and honesty.
- Continually strive to improve your knowledge and skills.
- Adopt an entrepreneurial mind-set, always seeking new opportunities for Ask Direct and for our clients.

6. General

- Support the work of the Account Managers and Ask Direct team where appropriate.
- Carry out whatever other agreed tasks may be deemed necessary.
- Contribute to the creation of a positive working environment and a stimulating and harmonious workplace.

Person Specifications

Ask Direct is a small, dynamic company. The good news is that this means there'll be plenty of opportunities to learn and develop new skills. On the other hand, you'll need to be flexible and you'll be expected to get stuck in and do whatever tasks are required to ensure that projects are completed on time and to the highest levels of quality.

You should have at least one year's experience in a fundraising or marketing role. You must have excellent attention to detail, be computer-literate with excellent writing and numeracy skills and be comfortable analysing and managing data and databases.

While this is an agency entry level role, a demonstratable understanding of direct marketing, experience working in an agency or in a direct marketing environment would be a distinct advantage.

The following attributes are essential:

Number 1 – problem solving. If you've got number 1, the remaining 10 should be no problem! (dogs and cakes are more desirables!)

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Application Process

Please read the application instructions carefully.

To apply, please send a CV to Inga Byrne, inga@askdirect.ie together with a letter of application outlining:

- Why you'd like to work for Ask Direct,
- Why the Account Executive role appeals to you and
- How you'd contribute to the company.

The title of the role should appear in the subject line of the email along with your name, and both your CV and letter should be an attachment to the email in PDF format.

Applications will be assessed on a rolling basis until the role is filled.

Successful applicants will be asked for an informal screening coffee before being put forward for panel interview.

About Ask Direct

Ask Direct is Ireland's leading individual giving fundraising and direct marketing agency. For over 15 years, we have been helping some of Ireland's best and most dynamic non-profits to recruit tens of thousands of new supporters and raise millions of euro.

Our vision is to inspire as many people as possible to take action for the causes they care about, because we'll only get a better world if people give their time, money and voice to build it.

We work with organisations on insight, ideas and execution that result in more people, taking more actions to create more impact.

We aim to build successful and profitable relationships with clients by hiring only the best people to deliver the best expertise.

Among our current and recent clients include, Alone, Arthritis Ireland, Barnardos, Breakthrough Cancer Research, CBM Ireland, Cork Simon Community, Dogs Trust, Don Bosco Care, Irish Council for Civil Liberties, Irish Guide Dogs for the Blind, LauraLynn, Ireland's Children's Hospice, The Mater Foundation, National Women's Council of Ireland, South East Simon, Trócaire, University of Limerick and Yeats Society Sligo.

Frequently Ask Questions

What would my salary be?

The salary scale is €26,000 to €32,000. The salary offer will be based on your experience of this specific role. If you fit all of the criteria in the job description, have all the essential and desired attributes, and can hit the ground running, you would be made an offer at the highest end of the scale. If this is your first fundraising role, you've no direct marketing experience, and tick the box on some but not all of the attributes, you'd be offered a salary on the lower end of the scale.

What does a typical day look like?

One of the most asked questions and unfortunately the one we can't answer. No two days in Ask Direct are the same. You will be working on multiple clients, doing multiple campaigns and projects every day. You'll find every day different. But you can expect to be working on client care, scheduling, data, print and production, quality control and supplier management as an absolute minimum. You'll attend internal and client meetings, take part in creative brainstorms, work with creatives, execute email and social campaigns. And did I mention data work? Lots and LOTS of data!

What are the progression opportunities?

If you look across our team, you'll see many staff who started out as Account Executives, each who carved out and grew in the areas where their skill sets were best placed. We've staff who've progressed to roles in creative, digital, research, management, etc. No two development paths are the same. Ask Direct rewards hard work and dedication. If you are a s**t hot AE bringing your A game consistently, there is no reason you won't continue to grow and flourish.

How often will I be expected to be available in-person?

So, while we've adopted a hybrid work model (remote first), our clients are our priority. A lot of our in-person meetings are led by their wants and needs. These are ad hoc and infrequent at the moment. But the expectation is that you would be available for these as frequent as necessary. You may also agree some additional face to face time with your team, especially in the beginning when everyone and everything is new. And we have full team meetings in person in our Temple Bar office once a month – but there is always lunch and drinks so it's worth the travel!

What's the best thing about working in Ask Direct?

Some will say the people – we're a close team who support and rely on each other. Some will say the flexibility in the way we work, which allows for family, babies, doggos and a better work life balance. Some will say it's the hectic pace and variety. No two days are the same. The one thing we all agree on is that we're making Ireland a better place to live, and that we're doing life-saving and life changing work that needs doing. And we're doing this with a number of dynamic charities – and that feels pretty amazing.

Got another burning question not covered above? Drop me a line at inga@askdirect.ie and I'd be happy to answer.