

Job Description (Maternity Cover):

Fundraising / Direct Marketing Account Director

Period: 12 months, starting March 2024

Salary: €50,000 - €60,000

Hybrid Working

Closing date: Friday 02 February 2024

Introduction

We are looking to recruit a brilliant Account Director to join our team at Ask Direct as maternity cover, starting in March 2024 for a period of 12 months.

This is a fantastic opportunity for an experienced fundraiser to join a vibrant agency, work with some of the best charities in Ireland... and help to change the world just a little bit.

This role is for you if:

- You live and breathe direct marketing
- You're as comfortable with digital as you are with direct mail
- You love all things legacy giving
- You're passionate about fundraising
- You thrive in a busy, deadline-driven environment
- You get excited by A/B tests and segmentation analysis
- You can motivate, excite and support a team to do their best work
- You adore new ideas and creative challenges
- You read fundraising blogs for fun
- You can pitch ideas and present like a pro
- You have seriously excellent client serving skills

Some of the Key Benefits We Offer:

- Highly flexible remote working
- 27 days holidays plus Good Friday & Christmas Eve
- Competitive salary
- Paid sick leave
- Confidential independent staff counselling and coaching service
- A supportive learning environment and paid-for professional development
- The opportunity to work with a wide range of clients on exciting campaigns

Person Specifications

We're only interested in hiring people who want to be the best that they can be. We help some of the most important organisations raise the money they need to continue their astonishing work. We work hard, and we set high standards for ourselves. But we reward people who put the effort in and achieve successful outcomes.

The following attributes are essential:

You have excellent interpersonal skills and are comfortable working both on your own and as part of a small team. You're a problem-solver. You have good attention to detail and strong time management and organisational skills. You're comfortable working under pressure and to deadline. And you're able to deal with the unexpected whenever it inevitably arises.

You are a strategic thinker with either:

- Demonstrable fundraising experience and knowledge, or
- Extensive agency/marketing experience combined with a strong knowledge and understanding of fundraising.

You have proven expertise in direct marketing and a strong understanding of data, digital fundraising and legacy marketing. You demonstrate a results-driven approach to your work. You're computer literate, highly numerate and have excellent writing and presentation skills.

You have excellent client servicing skills, with the client and their results at the core of everything you do.

Experience in an agency or consultancy role is a distinct advantage. You have a passion for the not-for-profit sector and there's some part of the world that you want to change for the better.

You should have a respect for other people and a commitment to help create a stimulating and harmonious workplace, lifting those around you and supporting the growth of your team.

You must be self-aware, be able to give and receive both complimenting and constructive feedback, and want to build and grow in the role.

You must be fluent in English.

Conditions of Employment

An attractive salary commensurate with experience and in the range €50,000 to €60,000 will be offered to the successful candidate, depending on experience specific to this role.

Contract: 12 month maternity cover contract. A probation period of six months will apply.

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, however, we aim to keep this to a minimum.

We operate a flexible working policy with a high degree of autonomy. You can read more about it [here](#).

Unless there is specific work which requires being present in the office, or with a client, and with due regard for our obligations to our clients and to our colleagues, on any given day people may choose to work from home, from the office, or from an appropriate remote location.

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

Annual Leave: 27 days plus Good Friday & Christmas Eve

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

Application Process

Please read the application instructions carefully.

To apply, 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, and
- How you'd contribute to the company.

The title of the role you're applying for should appear in the subject line of the email.

Closing date for applications is Friday 02 February 2024.
Late applications will not be considered.

Interviews will take place week commencing 12 February 2024.

About Ask Direct

Ask Direct is Ireland's leading individual giving fundraising agency. Since 2006, we have been providing some of the best and most dynamic non-profits with strategic advice and creative campaigns to help them 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.

Our current and recent clients include, Arthritis Ireland, Barnardos, Cork Simon Community, Dogs Trust, Educate Together, Friends of the Earth, Galway Simon, Irish Environmental Network, Irish Guide Dogs, GOAL, LauraLynn, RAISE, South East Simon and Threshold.

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Purpose:

The purpose of the Account Director role is to take a results driven approach while leading the account team to ensure strategic success, delivery of high quality client campaigns, and the nurturing of client relationships at the highest level, while driving new business development opportunities.

The Account Director is a key mentoring role, enabling team members to reach their full potential, demonstrating passion and commitment in all aspects of the work.

Responsibilities:

1. Leadership and Management

- Help foster a positive working environment in which staff can thrive and develop to their fullest potential.
- Lead and manage your team to ensure the best possible service to clients.
- Identify training and development opportunities for team members to enable them to reach their greatest potential.
- Provide mentoring, support and performance appraisal for direct reports.
- Conduct regular one-to-one progress meetings with direct reports.
- Carry out work at all times with integrity and honesty.

2. Client Management

- Act as a senior point of contact for clients.
- Deliver strategic management and nurture key client relationships.
- Lead key client meetings, briefings and presentations.
- Identify, negotiate and deliver new business opportunities from existing clients.
- Work with the account team to ensure the delivery of overarching client strategy and planning programmes

3. Strategy & Planning

- Collate and apply learning from across the fundraising sector and beyond.
- Bring donor and consumer insight to bear on the strategic and creative processes.
- Contribute in a significant way to the strategic and creative thinking of Ask Direct.
- Analyse client and other data to provide creative insight and develop new strategies and approaches.
- Analyse key campaigns to identify potential to improve performance.
- Compile post-campaign reviews, and annual reviews of client work.
- Develop with other relevant colleagues in Ask Direct annual programmes and strategies for clients.
- Take a lead role and ensure high standards are achieved in the development of campaign and creative briefs.
- Work closely with other key colleagues to bring new thinking and ideas into client campaigns.
- Consistently take a results-driven approach, both to clients' objectives, and our own.

4. New Business & Marketing

- Adopt an entrepreneurial mind-set, always seeking new opportunities for Ask Direct and for our clients.
- Represent Ask Direct externally at conferences, seminars and other such events.

5. Learning & Development

- Take personal responsibility for you own professional development
- Continually strive to improve your knowledge and skills.

6. General

- Support the work of the other teams members to deliver Ask Direct's goals and objectives where appropriate.
- Carry out whatever other agreed tasks may be deemed necessary.