

Title of Role	National Campaigns and Events Executive
Location	Dublin City and Hybrid with some travel
Employment Type	Permanent and Fulltime (37 hours per week)
Salary – Depending on Experience	€38,544 - €53,836 DOE
Contact Person	Paula Grogan 01 453 0355 recruitment@barnardos.ie
Closing Date	12pm Thursday 29 May 2025

National Campaigns and Events Executive Job Description

- Job Title:** National Campaigns and Events Executive
- Location:** Barnardos National Office, Christchurch Square, Dublin 8 and hybrid (On occasion, work during weekends or evenings may be required)
- Responsible to:** Head of Events
- Works with:** Fundraising Team and Barnardos staff, volunteers, internal and external stakeholders.

Job Purpose:

Reporting to the Head of Events, the primary purpose of the National Campaigns & Events Executive role is to drive and support the achievement of strategic fundraising plans and objectives to promote Barnardos; increase brand recognition; raise awareness of the need for support, while also growing income to support Barnardos' core work. Working with the Events Team, the job holder will play a key role in the development and implementation of existing national events and campaigns to ensure income is maximised. The post-holder will also be tasked with identifying, cultivating, and securing new income generating opportunities on a regional and national level. Excellent interpersonal and relationship skills are a must.

Core Job Description

This role comprises of five areas:

- Existing in-person, online and offline national fundraising campaigns and events ensuring existing and new supporter opportunities are developed, nurtured and maximised
- Third party events, festivals and challenges
- Supporter led fundraising (individuals, community groups, sporting organisations, committees)
- School talks and fundraising
- Digital and Social fundraising
- Key driver for existing national campaigns, including:

- Support the development and design of campaign collateral
 - Work with external agencies and suppliers to source cost effective supplies of campaign materials; overseeing the timely fulfilment of packs
 - Ensure campaigns meet agreed objectives and within budget
 - Collaborate with Digital team and support with digital content creation; including Facebook group moderation relevant to national campaign/s
 - Monitor campaign timelines, KPIs and budgets, preparing reports for Head of Events
 - Complete detailed post campaign analysis in order to learn, grow and improve processes, ROI and supporter experience
 - Data management to ensure CRM is updated in line with best practice
- Research, scope and implement new innovative campaigns and events to drive new supporter recruitment and grow income. Scope ways to grow both digital and traditional offline fundraising campaigns and events
 - Establish and maintain relationships with individuals, community groups and committees to ensure their ongoing commitment and support
 - Support in the delivery of an internal Community Fundraising Roadshow with objectives to encourage a culture of fundraising across the wider Barnardos organisation and build meaningful relationships with staff, service users and key stakeholders to report on impact
 - Provide excellent donor care and create supporter journeys and engagement activities in collaboration with the wider Fundraising and Digital teams, using insights and data to drive a high level of activation and achieve optimum supporter retention
 - Meet annual income targets within budget and deliver on all KPIs to ensure the long-term growth of fundraising campaigns and events
 - Providing support when required with Barnardos' digital challenge participant groups, creating/sharing group content; encouraging, engaging and motivating group members throughout the challenge
 - Maintain consistent focus on the organisation and fundraising department data protection rules, guidelines and processes. A good understanding of GDPR rules essential
 - Assisting in the planning and implementation of other fundraising activities, as assigned. Supporting the Head of Events in administrative and other duties as required. Delivering all activities on time

Requirements of all Barnardos staff

- Commitment to the purpose of Barnardos and to work within the values, policies and procedures of the organisation and in the context of current legislation and regulations
- To participate in regular supervision with line manager and actively participate in team/staff meetings and evaluations. Participate in and engage with a performance management programme. Identify training needs with your line manager and participate in training opportunities appropriate to the role.
- Contribute to the development of policy and practice within your area of work and within Barnardos as a whole

- To report any area of concern to your line manager in a timely manner
To show reasonable flexibility in relation to hours of attendance to meet the needs of the work. Have a flexible approach to the work in response to organisational change, development and review of best practice
- To be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of your line manager or local Health and Safety Officer
- To be vigilant to any concerns regarding the protection and welfare of children and to bring them to the attention of the Barnardos Designated Person in a timely manner, in keeping with the Barnardos Child Protection policies
- To participate in the efficient flow of information within the organisation by sharing and seeking information as appropriate
- To undertake other duties as may be requested by the line manager from time to time. Undertaking your work in a manner that is friendly, flexible and informal

Note: This Job Description will be reviewed and updated in line with the needs of the work.

National Campaigns and Events Executive Person Specification

Personal Attributes

- Innovative, initiative-taking, creative, and confident with a 'can do' attitude
- High level of energy, emotional intelligence and enthusiasm for both the role and organisation
- An ability to connect with fundraisers, supporters and service users in a warm manner
- Effective communication and presentation skills, verbal, written and face to face
- Excellent project management, organisational and planning skills, with diligence
- Target and results driven
- An ability to work well within a team, with a real interest in maintaining an excellent team culture
- Strong database knowledge and analytical skills to identify and target new opportunities
- Experience of using social media and other digital platforms to promote existing and new initiatives and drive revenue
- Natural problem solver and multi-tasker with an ability to juggle a wide range of activities, prioritise own workload and meet deadlines
- Strong IT skills including MS Office; CRM management (Dynamics experience an advantage); website and social media management
- Flexible approach to working and an ability to pivot
- Good understanding of the charity sector and codes of practice in fundraising and governance in Ireland

Experience

- 2 years' experience in similar role within a fundraising/marketing environment
- Experience and knowledge in Digital Marketing and marketing techniques desirable
- Exposure to other elements of fundraising and/or marketing activity would be beneficial but is not essential

Qualifications

- Leaving certificate or equivalent
- Relevant third level qualification desirable but not essential or relevant experience gained either in the corporate or voluntary sector.

A full driving licence and own car/access to a car is required as this position requires some travel.

The post-holder is assigned to work in Barnardos National Office, Dublin 8 but may be required in the future to work in other locations in the Dublin area in line with organisational needs. Agile working arrangements as agreed with line manager.

Barnardos is an equal opportunity employer.

We celebrate diversity and are committed to creating an inclusive environment for all.