



## Job Vacancy

**Position:** Fundraising and Membership Officer

**Reporting to:** Head of Administration & Finance

**Contract:** Full-time and Permanent

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### Background:

BirdWatch Ireland is the largest independent conservation organisation in Ireland. Established in 1968 it currently has over 15,000 members and supporters, with an active nationwide network of over 30 branches. The primary objective of BirdWatch Ireland is the protection of wild birds, biodiversity and their habitats in Ireland. In order to fulfil this objective, BirdWatch Ireland carries out extensive research and survey work, operates applied conservation projects, manages a network of reserves nationwide; prepares and advocates policies and campaigns; recruits, retains and services its growing membership base; and promotes the importance of wild birds and biodiversity through field education, dedicated media, and the national media. BirdWatch Ireland also builds on its existing partnerships with Non-Governmental Organisation (NGOs), BirdLife international, government departments and agencies, farming organisations, and is continually establishing new partnerships across a range of sectors.

Much of the organisation's work depends on members, volunteers and branches who are actively involved in survey, education and awareness-raising initiatives and who would be most familiar with local conservation issues.

BirdWatch Ireland is the trading name of the Irish Wildbird Conservancy, a company limited by guarantee. It is also a registered charity and a partner of BirdLife International, a partnership of over 100 bird conservation organisations across the globe.

### The Job:

BirdWatch Ireland is now looking for someone suitable for the role of Fundraising and Membership Officer. This line management role involves developing and growing the membership in terms of revenues and numbers, fundraising activities and initiatives, and operation of the organisation's retail services - all in line with the strategic objectives set out within BirdWatch Ireland's 2020 Vision strategy. The areas covered by this role includes delivering, reviewing and enhancing membership services, upgrading and migration of the current membership database, managing and delivering retail services, raising funds through donor and bequest-based initiatives, managing the delivery of events, and any other areas that fall within this important remit.

### Key Responsibilities:

- Develop and grow membership in terms of revenues and numbers
- Enhance membership services, including extensive use of Customer Relationship Management (CRM)
- Manage development, implementation of, and migration to, new membership database
- Develop fundraising activities and initiatives
- Develop and manage the organisation's retail services

- Raise funds through donor and bequest-based initiatives
- Develop and implement new revenue streams and opportunities in line with BirdWatch Ireland's *2020 Vision* strategy document.
- Manage and perform to agreed timelines, budgets and targets as set by the Head of Administration & Finance in line with the organisation's objectives.
- Manage all activities and projects as per the organisation's processes and internal controls, including their introduction, implementation and ongoing development in line with best practice.
- Develop and maintain strong working relationships across all departments within the organisation, and with key external stakeholders, e.g., major donors.
- Represent the organisation as required on all areas of fundraising in line with its objectives.
- Recruit, organise and inspire volunteers as necessary for any fundraising initiatives
- Manage and maintain any necessary donor-based databases

## **Person Specification**

BirdWatch Ireland is now seeking a suitably experienced person who is highly motivated and has the right mix of skills and attributes for this role which offers an excellent career opportunity.

### **Key Skills required:**

- A minimum of three years' experience in fundraising. Prior experience in related areas such as sales or marketing will also be considered where relevant
- Strong knowledge of the Not-For-Profit sector, ideally knowledge of bird conservation
- Excellent verbal and written communication skills
- A high proven level of inter-personal skills
- Research skills
- Creativity
- Resilience and flexibility
- Proven ability to manage budgets, meet and ideally exceed fundraising targets
- Strong organisational and IT skills
- Proven CRM experience

To be considered for this role job applicants must be able to clearly demonstrate that their career and proven experience to-date meets the above minimum criteria. The membership database is currently operated using Great Plains software.

### **Qualifications:**

A relevant primary degree, or ideally a career qualification

### **Remuneration:**

€30-40k per annum depending on experience.

### **How to apply:**

Complete the application form available on the BirdWatch Ireland website. Please do not send CVs. Applications should be sent by email to [humanresources@birdwatchireland.ie](mailto:humanresources@birdwatchireland.ie) (please put "Fundraising and Membership Officer Application" in the subject box) or by post to:

Head of Human Resources,  
BirdWatch Ireland,  
Unit 20, Block D,

Bullford Business Campus,  
Kilcoole,  
Co Wicklow.  
A63 RW83

**Closing date for applications:**

17:00hrs, Wednesday 15<sup>th</sup> February 2017

Interviews are likely to take place within the following 2 weeks, with a view to starting as soon as possible thereafter.

Any further queries regarding this post should be directed to:  
Head of Human Resources, [humanresources@birdwatchireland](mailto:humanresources@birdwatchireland).