



THE **Mater Hospital** FOUNDATION

Role: Individual Giving & Legacy Fundraising Manager

Reporting to: Director of Development

Direct Reports: Supporter Care Executive

Background and Context	<p>The Mater Hospital Foundation exists to give every patient, and every family that loves them, the very best care at the Mater Misericordiae University Hospital (MMUH). As a registered charity and the official fundraising body of the Mater Hospital, we raise vital funds to support the work of the hospital.</p> <p>Through the commitment of our supporters, we invest in the future of the hospital by funding advanced state-of-the-art medical equipment, new services and hospital redevelopment, research and innovation initiatives, and by providing patient, family and staff support when it is most needed.</p>
Role Purpose Summary	<p>We are now seeking an experienced Individual Giving and Legacy Fundraising Manager to oversee and grow our established individual giving and legacy programmes, which currently generate circa €1.2 million annually. This is a key leadership role within the Foundation’s fundraising team, focused on maximising long-term sustainable income from individual supporters and legacy gifts.</p> <p>The successful candidate will work closely with the Supporter Care Executive, the Director of Development, the CRM Manager and the Marketing and Communications team.</p>
Duties and Responsibilities	<p>Individual Giving & Regular Giving Programme Management:</p> <ul style="list-style-type: none">• Manage the delivery of the Mater Hospital Foundation’s individual giving programme, including warm and cold direct marketing campaigns, regular giving, telemarketing, supporter communications, tax-back campaigns and legacies.• Manage all aspects of face-to-face direct recruitment, including agency management, upgrade, retention and reactivation strategies.• Collaborate with external agencies (e.g. creative agencies, data and print suppliers) to deliver impactful campaigns on time and within budget.• Monitor and analyse campaign performance, providing regular reports on KPIs, income, and return on investment. <p>Legacy Fundraising:</p> <ul style="list-style-type: none">• Manage and enhance the legacy giving programme to increase legacy pledges and grow legacy income.• Build and maintain relationships with legacy pledgers and prospects through tailored communications and one-to-one engagement.



- Raise awareness of legacy giving through targeted marketing and promotional activities, including legacy events, newsletters, and digital outreach.

Supporter Care and Stewardship:

- Ensure excellent supporter care is in place, with all supporters receiving timely, personalised, and meaningful communications.
- Develop tailored stewardship plans for different supporter segments, including regular givers, legacy pledgers, and high-value supporters.
- Line-manage the Supporter Care Executive, providing guidance, mentoring, and professional development opportunities.

Budget and Reporting:

- Prepare, manage, and monitor income and expenditure budgets for individual giving and legacy fundraising, ensuring targets are met.
- Provide detailed reports to the Director of Development and Senior Leadership Team on income, supporter acquisition, retention rates, and overall programme performance.

Compliance and Data Management:

- Ensure all fundraising activities comply with the relevant GDPR legislation, and adhere to best practice guidelines.
- Work closely with the CRM Manager and Supporter Care Executive to ensure accurate data management, segmentation, tracking, and analysis of supporter information.

Key Competencies and Experience

Person Specification:

Essential Skills and Experience:

- At least 4 years' experience in individual giving, direct marketing, or legacy fundraising, ideally within the not-for-profit sector.
- Proven track record of managing substantial, multi-channel fundraising campaigns and achieving income growth.
- Strong project management skills, with the ability to juggle multiple campaigns and deadlines.
- Experience managing external agencies, including creative agencies, printers etc
- Excellent data analysis skills, with the ability to interpret campaign performance metrics and make data-driven recommendations.
- Exceptional communication and relationship management skills, with a passion for delivering outstanding supporter care.
- Strong understanding of GDPR, fundraising regulations, and ethical fundraising practices.
- Experience managing and developing team members.



	<p>Key Competencies:</p> <ul style="list-style-type: none">• Strategic thinking and the ability to develop and deliver growth-focused fundraising plans.• A supporter-centric approach with a genuine passion for inspiring people to give.• Strong interpersonal and leadership skills, with a collaborative and supportive management style.• Analytical and results-driven, with a commitment to continuous improvement.
<p>Terms</p>	<ul style="list-style-type: none">• Salary is commensurate with experience• Full-time - 35 hours per week• Hybrid Working Policy (remote working as agreed with line manager)• 25 days annual leave & 4 gifted days (2 at Christmas, 1 for Good Friday and 1 Wellbeing day)• Pension entitlement – after successful completion of 6-month probation period• Access to Employee Assistance Programme• Bike to work scheme• Tax saver public transport scheme• Training and Development opportunities
<p>To Apply</p>	<p>Please send a cover letter (maximum one page) outlining how your motivation, experience and skills fit the role and an up-to-date CV to rduffy@materfoundation.ie</p> <p>Please insert Individual Giving & Legacy Fundraising Manager in the subject line. Only those selected for interview will be contacted.</p> <p>Closing date: 11th April 2025</p>