

|  | CHILDREN'S HEALTH FOUNDATION<br>JOB DESCRIPTION   |
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| <b>Role</b>                                  | Individual Giving Data Executive  |
| <b>Reporting to</b>                          | Individual Giving Manager   |
| <b>Background and Context</b>                | <p>Children's Health Foundation (CHF) is focused on raising funds to fulfil our mission of providing world class medical facilities, research and compassionate loving care for every sick child in Ireland cared for in Children's Health Ireland hospitals and urgent care centres. The Foundation supports Crumlin and Temple Street Children's Hospitals, National Children's Hospital Tallaght and Connolly Urgent Care Centre.</p> <p>The creation of Children's Health Foundation in 2019 brought together the existing Temple Street Foundation and The Children's Medical and Research Foundation Crumlin to continue to support Ireland's sickest children in their treatment journey today, tomorrow and into the future.</p> <p>It's a really exciting time to join Children's Health Foundation, full of challenges and opportunities that allow us to support the hospitals in the best possible way, whether that's through family and patient support, vital research, medical equipment or redevelopment. And, being embedded in the hospitals crystallises our cause and we see first-hand the impact our work has.</p> |
| <b>Role Purpose/ Summary</b>                 | <p><b>Purpose of the Role</b></p> <p>This role is integral to supporting the IG team to deliver on its calendar of acquisition, retention and development activities to grow income from monthly giving, cash giving, legacy and tax effective giving income streams. The IG Executive will play a key role in planning and delivery of the Tax Effective Giving campaign and will support the IG calendar of activities through data transformation and data analysis for data-based decision making. The IG executive will work collaboratively to develop digital acquisition activities and automated supporter journeys and will manage and respond to supporter queries by email, letter or phone where required.</p>   |
| <b>Principal Duties and Responsibilities</b> | <p>Work as part of the Individual Giving team, including (but not limited to):</p> <ul style="list-style-type: none"> <li>• Deliver high quality data management and support to IG colleagues to enable delivery of best-in-class supporter experience</li> <li>• Lead efficient and compliant delivery of the Tax Effective Giving Campaign to achieve key targets within time and budget requirements, including end-to-end management of a multi-channel campaign, overseeing CRM data entry processes and preparing mailing and call data files as well as preparation of tax claim excel files for submission to Revenue</li> <li>• Manage weekly CRM imports and run regular cancellation and payment reports to support delivery of the monthly supporter acquisition campaign , facilitating accurate and timely campaign performance and expenditure tracking</li> </ul>   |

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|                               | <ul style="list-style-type: none"> <li>• Target, segment and prepare supporter data files for key mail, telephone and email campaigns across the IG calendar of acquisition, retention and development activities</li> <li>• Contribute to data-based decision-making within IG using CRM reporting and dashboard functions to monitor performance of activities and identify actionable insights that will optimise campaigns</li> <li>• Build supporter propensity modelling to inform targeting and segmentation of campaign asks and development activities</li> <li>• Assist with building automated email journeys to drive supporter retention, stewardship and development</li> <li>• Assist with social media supporter acquisition</li> <li>• Maximise CRM use for data management, reporting and business workflows and identify CRM and business process improvements to enhance accuracy, efficiency and compliance</li> <li>• Manage IG activities in response to Data Protection requests</li> <li>• Support the IG team to meet overall annual income targets within budget</li> <li>• Carry out all duties in a manner that complies with standard operating procedures</li> </ul> <p><b>NOTE: The above is not an exhaustive list of responsibilities and appears as a guidelines only: all Children's Health Foundation employees work as a team, with one common goal.</b></p>   |
| Qualifications and Experience | <ul style="list-style-type: none"> <li>• 2 years' experience in a role involving data entry, management and analysis within a marketing context, including inputting, manipulating and interpreting quantitative and qualitative data</li> <li>• Experience of working on elements of campaigns across key channels such as direct mail, email and social media</li> <li>• Experience liaising with supporters/customers, vendors and suppliers</li> <li>• Fundraising experience, including managing tax effective giving, would be an advantage</li> <li>• Experience of supporter/customer segmentation and campaign targeting</li> <li>• Excellent CRM database skills, including data cleaning, importing, exporting, reporting and dashboards – prior experience of Salesforce would be an advantage</li> <li>• Data literate with a high level of proficiency, comfort and accuracy working with large volumes of data on CRM and in excel, including data transformation</li> <li>• Excellent working knowledge of Microsoft Office</li> <li>• Experience using a CRM to build and streamline processes and achieve efficiencies</li> <li>• Experience structuring workload to meet competing demands and deadlines</li> <li>• Knowledge of GDPR and experience of working in accordance with Data Protection policies and procedures</li> <li>• Educated to QQI Level 6 in a relevant discipline desired but not essential</li> </ul> |
| Critical Core Competencies    | <ul style="list-style-type: none"> <li>• Knowledge of principles and techniques relevant to data management, processing and analysis within a marketing and/or fundraising context</li> <li>• Pro-active with strong organisational skills and ability to prioritise</li> <li>• Excellent verbal and written communication skills and ability to translate complex data into understandable insights and reports for colleagues of all technical abilities</li> <li>• Practical, methodical approach to solving problems</li> </ul>  |

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|   | <ul style="list-style-type: none"> <li>• Meticulous attention to detail, appreciating the importance of carrying out key data processes in a secure, compliant and accurate way to maintain data integrity</li> <li>• Able to work autonomously</li> <li>• Ability to analyse and interpret data (e.g. campaign income, expenditure and KPIs) and trends to give actionable insights and inform fundraising strategy</li> <li>• Ability to recognise when to involve others in activities or decisions</li> <li>• Ability to work collaboratively with others across the organisation</li> </ul> |
| <b>Functional Competencies</b>              | <ul style="list-style-type: none"> <li>• Understands and promotes CHF's Organisational Values, History and Culture</li> <li>• Flexible approach with ability to work independently and collaborate within and across teams</li> </ul>  |
| <b>Terms and Benefits</b>                   | <ul style="list-style-type: none"> <li>• Full time, permanent role</li> <li>• Flexible hybrid work policy</li> <li>• Cycle to Work Scheme</li> <li>• PRSA: up to 6% contributory after six months service</li> <li>• TaxSaver Commuter Ticket Scheme available</li> <li>• Employee Assistance Programme</li> <li>• Training and Education allowance</li> <li>• Access to paid sick leave after six months service</li> <li>• Access to paid Maternity &amp; Paternity leave after 12 months service</li> <li>• 21 days annual leave and four privilege days per annum</li> </ul>                 |
| <b>We are an equal opportunity employer</b> | <p>We are committed to working with and providing reasonable accommodations to job applicants and employees with physical or mental disabilities.</p> <p>If you believe you need a reasonable accommodation to complete any part of the application or hiring process, please send an email to <a href="mailto:jobs@childrenshealth.ie">jobs@childrenshealth.ie</a></p> <p><i>This information will be treated as confidential and used only for the purpose of determining an appropriate accommodation for the interview process.</i></p>  |
| <b>Informal enquiries</b>                   | <p>For informal enquiries or further information, please contact:</p> <p>Caroline Cummins, Head of Individual Giving <a href="mailto:cummins@childrenshealth.ie">cummins@childrenshealth.ie</a></p>  |
| <b>Applying</b>                             | <p>Please send your CV and cover letter outlining relevant experience to <a href="mailto:jobs@childrenshealth.ie">jobs@childrenshealth.ie</a> by 4<sup>th</sup> of July 2025.</p>  |