

## AMNESTY INTERNATIONAL IRELAND – 2024

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| <b>JOB TITLE</b>       | High Value and Legacy Giving Lead  |
| <b>DEPARTMENT</b>      | Fundraising  |
| <b>REPORTS TO</b>      | Fundraising Manager  |
| <b>RESPONSIBLE FOR</b> | Development and implementation of Major Giving and Legacy Strategy, managing relationships with Major donors, organising marketing campaigns to grow Legacy giving.  |
| <b>SALARY</b>          | C Grade (€40,663)  |
| <b>HOURS PER WEEK</b>  | 35   |
| <b>PLACE OF WORK</b>   | Seán MacBride House, 48 Fleet Street, Dublin D02 T883  |
| <b>OTHER BENEFITS</b>  | 20 days annual leave plus 5 office closure days, paid sick leave, contributory pension entitlements with 6% from organisation, paid maternity and paternity leave, flexible working hours, a fun team environment. |

Amnesty International is one of the world’s leading human rights organisations with over 10 million supporters worldwide. Our mission is to document and take action to prevent serious human rights violations. We are an independent organisation and therefore membership support is essential to Amnesty global human rights work.

Amnesty International Ireland is seeking to recruit an ambitious, highly motivated and target driven High Value and Legacy Giving Lead. The main responsibility of this role is to contribute to the delivery of Amnesty Ireland’s fundraising strategy through development and expansion of the organisation’s High Value and Legacy fundraising programmes.

The High Value and Legacy Giving Lead will play a vital role in generating income to enable Amnesty International’s human rights work.

### **Main responsibilities will include:**

#### **1. Strategy, planning and reporting:**

- Leading on the development of Major Giving and Legacy Strategies;

- Responsibility for the implementation of the above Strategies and annual plans, achieving set income targets and significant growth in these areas;
- Collaborating with the wider Amnesty International movement to identify, qualify, and develop stewardship plans for all donors and prospects, including the creation of a variety of touchpoints and engagement opportunities for our donors;
- Managing, with the support of the Fundraising Manager, the income and expenditure budget for your areas, providing accurate reports, recommendations and re-forecasts as required.

## **2. High-Net-Worth Individuals relationships:**

- Undertaking prospect research into individual major donors and other potential givers, both from our database and external sources in compliance with GDPR;
- Successfully identifying, cultivate and manage relationships with new and existing donors with the aim of maximising the potential of their support, through regular face-to-face, phone, email, and event engagements;
- Securing meetings with high-net-worth individuals and corporate contacts for yourself, the Fundraising Manager and/or Executive Director as appropriate;
- Developing comprehensive funding proposals, presentations, funding applications to demonstrate impact and inspire substantial income growth;
- Developing appropriate solicitation, cultivation and stewardship materials for existing major donors and prospects.

## **3. Legacy fundraising programme:**

- Building and developing Legacy programme through targeted marketing, communications and activities, developing appropriate marketing and fulfilment materials;
- Organising, with the support of the colleagues from across the fundraising team, telemarketing, direct mail, social media campaigns and offline events targeted at increasing Legacy income;
- Ensuring that Legacy giving opportunities are included in other fundraising programmes and activities, such as Supporter Journeys, Direct Mails, Annual reports and surveys, etc.
- Setting up a system for regular monitoring of Legacy Pledgers, Intenders, Enquires, Considerers and Prospects in the database and organise relevant reporting;
- Arranging, hosting and delivering events that deepen engagement of supporters and increase prospect to pledger conversion;
- Building relationships with solicitors and other organisations that write wills to facilitate supporters' interest in will-making;
- Ensuring the relatives of bequests, as well as pledged supporters themselves, receive excellent levels of stewardship, thanks and care.

#### **4. Trusts, Foundations & Corporates:**

- Leading on prospect research, solicitation and development of new opportunities for funding from Trusts, Foundations and Corporates for the Section.

#### **5. Overarching work:**

- Acting as a trusted member of the team, helping to drive a culture of ambition, collaboration and income growth;
- Assisting in the embedding of High Value and Legacies fundraising principles across the Section, through development of training, networking and other opportunities for staff and Board members;
- Participating in any international working groups, meetings and calls organised by the movement in relation to this role;
- Undertaking any other relevant duties or projects as required by the organisation's management.

#### **Ideally, the successful candidate will have:**

##### **Experience:**

- Proven experience of developing and managing successful campaigns and projects to deadline and within budget;
- Extensive, direct and demonstrable experience of managing a portfolio of donors or high-level giving contacts (individuals, corporates, trusts and foundations) that have generated significant and ongoing funds;
- Experience of developing major giving appeals, cases for support, project proposals and reports;
- Experience of strategy development, planning and project management;
- Experience and ability to communicate complex topics in an accessible and engaging form through presentations and other formats to various audiences;
- Experience in setting up and managing income and expenditure budgets.

##### **Skills and Knowledge:**

- Strong understanding of major giving and legacy fundraising;
- Excellent presentation creation and delivery skills;
- Excellent verbal and written communication skills;
- Strong copywriting skills,
- Highly numerate, ability to analyse and interpret data and use this to guide investment and decision-making;
- Knowledge of GDPR;

- Ability to approach key internal and external contacts at all levels through professional interpersonal skills, building and maintaining productive relationships;
- Ability to work on own initiative and take ownership of the role;
- Excellent time management; ability to manage multiple priorities and work to deadlines;
- Excellent organisational skills and the ability to organise and prioritise their own work and that of others;
- Ability to establish positive working relationships with colleagues and partners;
- Excellent IT and administration skills, including Microsoft Office package and databases;
- Ability to speak and write fluent English;
- Willingness and ability to work out of hours and travel on occasions;
- Commitment and support of the aims of Amnesty International and human rights principles in general.

This is a permanent position of 35 hours per week.

Please go to [www.amnesty.ie](http://www.amnesty.ie) to apply. Download the application form from our website and send it to [positions@amnesty.ie](mailto:positions@amnesty.ie) or by post to Seán MacBride House, 48 Fleet Street, Dublin D02 T883.

Closing date for applications is **16 April 2024**.

Amnesty International is an Equal Opportunities Employer and encourages applications from all sectors of the community.