

Acquisition Manager Role Profile		
Role Title: Acquisition Manager (3 days a week)	Reports to: Head of Fundraising	Date: Jan 2024
Department: Fundraising	Direct Reports: 1 Indirect Reports: External Fundraising agencies	Budget Holder: Yes
Location: Dublin 1 with Hybrid Working policy and set office days	Contract: Permanent	
<p>Context: The Fundraising team is essential to delivering ActionAid Ireland’s strategy 2023-2027 to create a just and caring world where women’s human rights are respected through addressing the structural causes of Gender Based Violence (GBV), promoting women’s leadership in humanitarian contexts and amplifying feminist alternatives on economic and climate justice. ActionAid Ireland’s strategy also makes clear commitments to financial sustainability targets, which the Fundraising team plays a critical role in.</p> <p>The Acquisition Manager will be responsible for delivering the acquisition income and supporter recruitment targets, to increase revenue from Irish audiences and drive innovation into the organisation. This role will manage and oversee all digital fundraising activities, managing the Digital Fundraising Executive who is responsible for oversight of the functionality of the ActionAid website for fundraising. They will be responsible for development of the Legacy proposition and marketing to new and existing supporters, and actively manage and run the Face to Face agencies in delivery attrition and volume targets in line with their budgets. Communications function of this role include new starter journeys, which will fall to the post holder to develop and create in line with audience insights, and manage the Digital Executive to operationalize to selected bases. Communications and marketing strategies for Emergency appeals to cold and warm audiences will also be the responsibility of this role, in times of large scale emergency fundraising. In delivering this role, the post holder will also explore new opportunities for income generation to cold audiences and test and optimize messaging to better inform communications to new audiences for future campaigns.</p>		
<p>Key Attributes: Ability to work autonomously and drive an area of work, excellent project planning skills, strong knowledge of Google ads management and paid digital channels, excellent content generation and communications skills, including audience segmentation, experience working with data, email and email systems, website and SEO management, excellent management skills, a clear commitment to ActionAid’s mission and values.</p>		

Areas of Activity	Key Accountabilities and Deliverables
Management and Strategy	<ul style="list-style-type: none"> • Work with Head of Fundraising, develop and implement full strategic plans for all acquisition channels which generate new income and supporters into the organisation, using past performance and data insights to deliver campaigns, including digital acquisition, F2F, Legacy and Emergency Appeal Fundraising campaigns. • Manage the Digital Executive to deliver on all digital and offline acquisition income, expenditure, volume targets across agreed KPI's to grow these areas and optimise balance across restricted/unrestricted income • Lead on the development and launch Legacy fundraising in the organization, including proposition development and marketing • Work closely with Head of Fundraising, Retention Manager, Digital Executive and Campaigns and Communication Manager to achieve cross-organisational goals and ensure all areas of messaging and communications by ActionAid Ireland is aligned • Lead on the development of all acquisition budget planning and reforecasting in setting investment, income, LTV and return levels, as well as formulating required KPIs across activity • Approval of all acquisition related invoices and management of expenditure logs, working with Finance team to ensure no delays in supplier payment • Manage external supplier agencies (creative, Telemarketing, F2F) and oversee contracts that maximise and protect ActionAid Ireland reputation and assets • Adherence and delivery of all procurement requirements for working with agencies, aligning with ActionAid Ireland's internal policies • Scope and sourcing of new suppliers for core activity as and when required • Supporting Head of Fundraising in operationalising new income channels identified for inclusion into Fundraising programme
Fundraising	<ul style="list-style-type: none"> • In accordance with budgets, working with external suppliers where required, design and manage the implementation of all acquisition activities and subsequent briefing and management of Digital Executive to deliver: <ul style="list-style-type: none"> • Face to Face • Reactivation • Leads communication

	<ul style="list-style-type: none"> • Emergency Fundraising Appeals • Legacy • Digital paid and social channels (Leads and PPC) • Management and monitoring of all acquisition KPIs, both current and long term views, to ensure targets are being achieved, making changes to operations where required and ensuring highest degree of GDPR compliance • Deliver agency training for new acquisition campaigns as and when required • Brief Data and Insights Specialist to insights requirement for effective campaign planning and review, ensuring that all campaigns are planned with data-driven and audience-centric understanding of best performance • Work with Data and Insights Specialist to define and agree segmentation data sets for any required data from CRM needed for campaigns • Working with Retention Manager, HoF and Communications Manager, support launch of acquisition fundraising activities for all Emergency appeals as well as overall key messaging for appeal • Working with HoF and Retention Manager, scope and develop new products to test to market, to better stimulate supporter response, including Regular Giving and Legacy propositions • Supporting Head of Fundraising with scoping new acquisition channels for inclusion into Fundraising programme, such as outdoor/SMS etc.
Communications and content gathering	<ul style="list-style-type: none"> • Creating and developing all communications for acquisition fundraising campaigns, including sourcing engaging and relevant content and writing copy for offline campaigns, as well as digital paid landing page copy • Developing Legacy marketing materials for inclusion into the Fundraising department, and actively leading on the marketing of Legacy to audiences identified • Developing new starter journeys for all new givers in their first 6 months of giving, using supporter insights to align communications to interests and stemming attrition • Work with Federation colleagues to curate engaging content to support acquisition marketing campaigns, with key target audiences and segmentation in mind
Analysis and Reporting	<ul style="list-style-type: none"> • Ensuring campaign reviews are delivered for all acquisition channels and that recommendations are included in future planning, sharing results and insights with wider Fundraising team • Working with the Data and Insights Specialist, conduct analysis and extract insights in campaign performance for effective future campaign planning and past campaign review, ensuring that all campaigns are planned with data-driven and audience-centric understanding for best performance

	<ul style="list-style-type: none"> Analyse existing supporter bases to identify Legacy audiences for marketing and future communications Update team trackers monthly to ensure consistent KPI monitoring Draft quarterly synopsis of retention performance and planning to support Board reporting requirements
Website	<ul style="list-style-type: none"> Working with the Digital Executive, overall responsibility for website fundraising performance and efficiency to ensure all communication on fundraising pages are align to core messaging and brand, as well as ensuring website is performing optimally
Values	<ul style="list-style-type: none"> To espouse ActionAid's social justice and equality values
Key Relationships	
Internal	Member of the Fundraising team, working closely with all members of the Fundraising team, especially the Retention Manager. This role also works closely with the Head of Fundraising to plan and deliver all income and retention targets as well as the Communication Manager to ensure alignment across all organisational messaging
External	Fundraising agencies, including telemarketing, digital, creative. Federation colleagues. Colleagues in the Irish INGO sector
<p>What makes ActionAid different? ActionAid's approach is about empowering people to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women's rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. This is a committed attempt at reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it.</p>	
<p>This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated in line with organisational needs.</p>	