

Head of Individual Giving Role Profile		
Role Title: Head of Individual Giving	Reports to: CEO	Date: June 2026
Department: Individual Giving	Direct Reports: 2 Indirect Reports: 4	Budget Holder: Yes
Location: Dublin 2 with hybrid working policy with Tuesdays currently as the set office day	Contract and salary: Permanent and €70,000 per annum.	
Context: ActionAid Ireland is an international women’s rights organisation, standing with women as they build a fairer world for everyone. Even though women are denied their human rights around the world, they are leading and demonstrating real strength. Fighting for what’s right and transforming their communities. Our role is to stand alongside that. To give them resources they need to lead recovery and fight for change on their own terms. Everything we do is locally led. Powered by women and girls who shape solutions based on their lived experience. It’s the most effective proven method for addressing patriarchal inequality and poverty whilst creating a fairer world for everyone. The Individual Giving team is essential to delivering ActionAid Ireland’s strategy 2022-2027 to create a just and caring world where women’s human rights are respected. Our strategic priority areas are 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. The Head of Individual Giving is a senior position and perfect for someone who is passionate about fundraising and women’s rights. We are seeking someone who is driven to deliver results, raise income and acquire new donors. The Head of Individual Giving should be motivated by building meaningful relationships with donors and providing exceptional donor care and retention . The Head of Individual Giving should be a strong team leader with a keen eye for analysis, learning and compelling content that shows women’s agency and leadership. The role requires someone who can drive a whole area of work from Face2Face campaigns, digital campaigns, retention campaigns to tax efficient giving campaigns, ensuring high quality and meeting targets. It needs a participatory and feminist leader who can give strategic oversight but also develop the team and encourage the agency and autonomy of all team members. The Head of Individual Giving will:		

- Strategically develop ActionAid Ireland's individual giving, developing new strategies when needed, critically reviewing and adapting fundraising campaigns to deliver results.
- Lead, motivate and guide the Individual Giving team to deliver the acquisition and retention targets of ActionAid Ireland's Income Generation strategy, line managing the Acquisition and Retention managers and leading the overall team.
- Be a member of the Senior Leadership Team and report to the board on income generation targets for acquisition, retention and other key projects and oversee the delivery of the budgets and targets to ensure effective and efficient use of resources.
- Ensure the team is driven by excellent practice in insights and analytics, compelling and engaging content that is anti-racist, informed by consistent evaluations of campaigns, and committed to nurturing relationships
- Drive the transformation of ActionAid Ireland's Child Sponsorship, valuing these donors while evolving and updating our messaging and approach.

Key Attributes: Strategic vision, leadership, a clear commitment to ActionAid's mission and values.

Areas of Activity	Key Accountabilities and Deliverables
Strategy and leadership	• Provide strategic vision and leadership for all aspects of ActionAid Ireland's individual giving. • Lead and inspire staff to feel valued, involved and supported to work collaboratively and creatively, and to build a culture of innovation, learning and growth. • Conduct regular one-on-one meetings focusing on performance, motivation, and development opportunities. • To lead the individual giving team to implement the acquisition and retention strands of the Income Generation strategy and grow more sustainable income. • Monitor and evaluate performance of key activities and campaigns, ensuring delivery of planned financial commitments. • As a key member of the SLT deliver regular performance and insight reports to the SLT and Board, through sound judgement, strategic vision, excellent communications skills and transparency. • Be an active member of Senior Leadership Team and engage in strategic collaboration across the wider ActionAid Federation.
Financial oversight	• Oversee the individual giving budget, including financial planning and reporting. • Collaborate with the Head of Finance and Governance to set realistic and robust modelling of income targets. • Ensure the funding team and all suppliers are compliant with sector regulations and model best practice with our supporters. • • Share progress reports and income targets reports with the board. • Oversee and deliver quarterly Board and Finance and Audit Committee reporting requirements for Individual Giving, including oversight of Management Report, KPIs and all Board presentations.

Operational effectiveness and insights	• Ensure insights and analytics improve our fundraising. • Ensure campaigns are delivered, and there is a strong culture of accountability and evaluation. • Ensure monthly reconciliation and income processing is delivered to deadline. • Embed a culture of fundraising relationships, including contractual relationships with major suppliers and long-term relationships with key donors. • Ensure our communications are compelling, current and anti-racist. • Oversee the second-phase migration of the database to Salesforce.
Child Sponsorship transformation	• Lead, design and implement the transformation of ActionAid Ireland’s Child Sponsorship programme through collaboration with the programme’s team. • Deeply value and retain ActionAid Ireland’s supporters, ensuring their insights and generosity guide our new approach. • Lead the transformation by working with agencies, federation colleagues and the programme’s team. • Lead on financial projections for this transformation. • Oversee ActionAid Ireland’s r planned updated communications in this area.
Communications and Content	• To oversee the development of strong content and propositions for individual giving. • To support the Managers in the individual giving team to deliver high quality and cohesive communication across all channels and campaigns.
Values	• To espouse ActionAid’s social justice and feminist values.
Key Relationships	
Internal	A member of Senior Leadership team comprising the Head of Finance and Governance, Head of Programmes, Head of Philanthropy and Impact and the CEO; work closely with counterparts in the ActionAid federation.
External	Fundraising agencies Board where required
Experience, Knowledge and Expertise	
Essential • Significant and demonstrable experience in leadership, strategy development, managing teams with a positive and ambitious attitude to change, challenges and opportunities. • Proven track record devising and implementing successful fundraising strategies and plans. • In-depth knowledge and understanding of the Irish charity fundraising market, particularly for international agencies.	Desirable • Experience of working closely with Boards. • Knowledge and experience in women’s rights. • Understanding and experience of anti-racist storytelling in fundraising.

• Proven history in developing innovative and compelling rights-based fundraising products and supporter journeys. • Excellent project management skills and ability to deliver ambitious plans and projects to budget and deadlines. • Experience in preparing and managing budgets and accounting for plans and budgets. • Empathy and sound judgement • Proven ability to influence and persuade at high levels, including senior leadership and Board • Excellent interpersonal skills to lead and achieve results through a highly motivated small team, working closely with CEO and Fundraising Managers • Commitment to feminist leadership principles and anti-racist storytelling.	
Our benefits: ActionAid Ireland values our employees. Benefits available include flexi work policy and a high degree of flexibility within our Hybrid Working Policy. In line with our feminist values, we have generous Maternity/Paternity Policies, Annual Leave, Compassionate Leave and Sick Leave. Pension Benefits include an employer contribution of up to 10% and Income Protection for all members of our employer pension scheme. Feminist leadership principles guide our internal culture and performance management.	
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 commitment to 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. If you like the sound of that and you are the right fit, we can't wait to welcome you aboard.	
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.	