

Individual Giving Manager Role Profile

Role Title: Individual Giving Manager	Reports to: Head of Individual Giving	Date: July 2026
Department: Individual Giving	Direct Reports: 4	Budget Holder: Yes
Location: Dublin 2 with hybrid working policy with Tuesdays currently as the set office day.	Contract: 9-month fixed term contract for maternity cover	Salary: €50,000 - €55,000 dependent on experience.

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 plays a vital role in 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.

As Individual Giving Manager, you will lead delivery of ActionAid Ireland's Individual Giving programme, with responsibility for growing sustainable income and delivering outstanding supporter care. You will oversee both supporter acquisition and retention, leading an ambitious programme that includes face-to-face fundraising, digital fundraising, direct appeals, child sponsorship communications, and tax effective giving. You'll lead a talented team, manage significant agency relationships and budgets, and use data and insight to continually improve fundraising performance.

If you're an experienced fundraising professional who enjoys combining strategic thinking with hands-on delivery, thrives on leading people and projects, and is motivated by using data and insights to drive results, we'd love to hear from you.

Key Attributes: Excellent management skills, ability to work autonomously and drive a programme of work, strong understanding of fundraising channels, excellent project planning, strong understanding of data, segmentation and audience, strong written and visual communication, a clear commitment to ActionAid's mission and values.

Areas of Activity	Key Accountabilities and Deliverables
Management, strategy and leadership	• Lead the development and delivery of ActionAid Ireland's Individual Giving programme, ensuring acquisition and retention strategies deliver sustainable income growth and an excellent supporter experience. • Lead, coach and develop a team of four, fostering a collaborative and high-performing culture. • Manage the annual budget process for the Individual Giving programme, including income and expenditure forecasting, and KPI setting. • Oversee performance updates and strategic reporting on the Individual Giving programme to senior leadership and Board. • Monitor and evaluate performance of key activities and campaigns, ensuring delivery of planned financial commitments. • Track and analyse attrition across channels, using insights to refine targeting, messaging, and supporter journeys to improve long-term value. • Support the strategic development and transformation of ActionAid Ireland's Child Sponsorship programme, working collaboratively with programme teams, external agencies and supporter insights to enhance the supporter experience and strengthen long-term engagement. • Manage relationships with external suppliers including face-to-face agencies, creative agencies, telemarketing providers, ensuring activity is in line with agreed KPIs and budgets. • Collaborate with colleagues across fundraising and communications to source content to support individual giving campaigns.
Acquisition fundraising	Lead the planning and delivery of ActionAid Ireland's acquisition programme, ensuring a sustainable pipeline of new supporters across multiple channels, including: Face-to-face: • Face-to-face fundraising across Door, Street and Private Sites.

	Digital acquisition: • Paid digital acquisition across social and PPC channels, including two-step (lead generation and conversion) campaigns and direct donation campaigns. Community Fundraising: • A small programme of community fundraising, including a limited number of participants in the 2026 Dublin Marathon
Retention fundraising	Lead the planning and delivery of ActionAid Ireland's retention fundraising programme, delivering engaging supporter communications that maximise retention, loyalty and lifetime value, including: Supporter Appeals: • Manage a broad range of supporter appeals across direct mail appeals, newsletters, emergency appeals, and general email fundraising appeals. • Oversee child sponsorship communications, including child message safeguarding and annual updates. Tax Effective Giving: • Manage tax effective giving marketing and administration of claims via the Revenue Commissioners. Telemarketing: • Rolling reactivation telemarketing campaigns targeting lapsed supporters. • Upgrade and conversion telemarketing campaigns targeting cash and regular giving supporters.
Supporter Care, Systems and Digital Experience	• Lead and develop the Supporter Care function, ensuring excellent supporter care across all touchpoints. • Oversee the ongoing development of the Salesforce CRM • Lead website fundraising performance and efficiency, ensuring all communication on fundraising pages are aligned to ActionAid's core messaging and brand, as well as ensuring the website is performing optimally. • Oversee all supporter journeys and stewardship across the Individual Giving programme.
Values	• To espouse ActionAid's social justice and feminist values.
Key Relationships	

Internal	Fundraising team, especially the Head of Individual Giving, Individual Giving Executive, Supporter Care Executive, Digital Co-Ordinator, Data Insights Specialist. Communications Manager, Policy and Campaigns Manager, Philanthropy Manager.
External	Fundraising agencies, including face-to-face, telemarketing and creative agencies and suppliers. Federation colleagues. Colleagues in the Irish INGO Sector.
Experience, Knowledge and Expertise	
Essential • 3-4 years' experience of planning and delivering successful acquisition and/or retention fundraising campaigns across multiple channels. • Experience managing fundraising budgets, forecasts, and performance against income targets. • Experience leading, motivating, and developing a team. • Strong project management skills, with the ability to manage multiple campaigns and priorities simultaneously. • Experience managing external agencies and suppliers to deliver fundraising campaigns. • Experience using fundraising data and insight to monitor performance and inform decision-making. • Excellent communication and relationship management skills, with the ability to work collaboratively across teams. • A strong understanding of supporter-centric fundraising and delivering excellent supporter care. • Commitment to ActionAid Ireland's mission, values and feminist principles.	Desirable • Experience of face-to-face fundraising. • Experience of digital fundraising, including lead generation, and PPC campaigns. • Experience of direct mail fundraising. • Experience of tax effective giving. • Experience of Salesforce or another fundraising CRM. • Understanding and experience of anti-racist storytelling in fundraising.

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.