

Job Title:	Digital Fundraising Officer and Administrator
Reporting to:	Fundraising Manager
Location:	80 Northumberland Road, Dublin 4 and Hybrid (3 days minimum in office.)
Contract:	Permanent - subject to 6 month probationary period
Salary:	€32,000 - €35,000 DOE
Hours:	35 Hours per week

### Job Description

An exciting opportunity has arisen for a driven, creative and resourceful Digital Fundraising Officer and administrator to join the MS Ireland Fundraising Team.

We are looking for someone with a passion for all things digital, building relationships with internal and external stakeholders, a good understanding of digital technologies and how to maximise digital opportunities to raise income from different audiences. This will include setting up Facebook fundraising campaigns, Facebook ads, online reports and the administration that goes along with fundraising campaigns.

### MS Ireland Vision

MS Ireland has a vision of Irish society where all people affected by MS live positive and active lives in the community

### Aims

The principal objectives for which MS Ireland exists are:

- To facilitate people with MS to control their lives and environment, to live with dignity and participate in the community
- To provide support for the families and carers of people with MS
- To co-operate with the medical, scientific, social and caring professions to promote scientific research into the cause of, cure for and management of MS, and the alleviation of medical and social symptoms
- To exchange and disseminate information relating to MS
- To provide an identifiable focal point by developing an efficient, effective and caring organisation to serve the needs of PwMS

### Function

To deliver and help develop MS Irelands digital fundraising activity, ensuring we are maximising digital channels, platforms and innovations to increase income from donations, regular giving and events & community fundraising. Ensure all reporting is up to date and administration duties are carried out for the fundraising team.

### Responsibilities

- Work with the Fundraising team to develop, manage and optimise MS Irelands digital fundraising income from the public including from individuals, challenge event fundraisers and community groups
- Organise up to 4 online challenges per year , and carry out all administration tasks required in the running of these challenges

- Build and develop strong relationships with supporters to increase loyalty to MS Ireland and lifetime value, including beyond digital channels such as via phone and face-to-face
- Be the key lead on the National fundraising team for branch fundraising
- Create, commission and curate impactful digital fundraising assets including photos, videos, infographics, social media posts, ads and fundraising newsletters
- Develop plans for promoting key fundraising campaigns & products, across paid and owned digital Channels
- Be the key lead on our National online raffle
- Ensure data is entered accurately and promptly into Salesforce and organise the upload of fundraising donations each month
- Ensure accounts get required breakdown of any funds from online platforms.
- Embed a test and learn approach across all fundraising activity
- Track and analyse digital metrics to measure success, evaluate and report on digital fundraising activity and ensure key learnings are used to increase future income
- Support other fundraising activities as required, including drafting copy for offline materials and administrative and data entry duties

### Experience

- Experience of using digital fundraising channels & tools including social media to increase income
- Good understanding of digital technologies such as social media platforms,
- Microsoft 365, Google Ads and Mailchimp
- Passion for, and experience of, producing a variety of online content and/or digital communications (such as video/audio, infographics, and social media posts)
- Excellent communication skills, with experience of copywriting and supporter engagement
- Strong interpersonal skills and comfortable talking to people of all backgrounds
- A strong team player with an ability to take the initiative when necessary.
- Excellent time management and prioritisation skills
- Excellent administrative skills and attention to detail, with understanding of processes and protocols to protect data and uphold GDPR

### Application details:

To apply for the position please send the following documents by email to:

[recruitment@MS-Society.ie](mailto:recruitment@MS-Society.ie)

1. Cover letter, outlining your experience and suitability (by way of specific examples) for the post and your reason for applying
2. Full CV and contact information
3. Please ensure the Job Title is referenced in the subject of the email

**Closing Date: 26<sup>th</sup> April 2024**

***MS Ireland is an Equal Opportunities Employer***

***Please note, the assistance of Recruitment Agencies is not required at this time***