

# Fundraising and Communications Officer

December 2021



Educate  
Together

## Educate Together

Educate Together is the representative body for Ireland's equality-based school network, the management body for 96 national schools and patron (or patron/trustee partner) of 21 post-primary schools in Ireland. As a registered charity Educate Together is proud to have a reputation as a school network with principles of co-education, learner-centeredness, democracy and equality at its core.

The national office represents the interests of Educate Together – including those of its schools and of people seeking Educate Together schools - in public, political and educational circles. The national office develops, promotes and protects the Educate Together brand in such a way as to maximise the impact of the organisation's charitable, fundraising and advocacy work.

## Role Description

Educate Together invites applications from suitable applicants for the position of Fundraising and Communications Officer (part-time). This is an exciting opportunity for someone with the necessary knowledge and skills to contribute towards Educate Together's fundraising, communications and advocacy work. The Fundraising and Communications Officer will work with the Communications Manager, CEO and other staff members.

- This is a part-time post (3 / 4 days per week). Days and times can be agreed to suit the successful candidate, with some flexibility within reasonable parameters.

## Benefits to Working for Educate Together

- Our national office offers flexible working arrangements and a blended (working in office / working from home) environment for the team.
- Our national office operates a time off in lieu (TOIL) system, where staff work pre-approved overtime and receive compensatory time off for the same amount.
- The vacancy presents an exciting opportunity for the person to contribute towards the mission of one of Ireland's most dynamic charities and to make a difference in the areas of education and equality in Ireland.

## Key Responsibilities

- Working to secure the funding necessary for the success and sustainability of the organisation.
- Managing online / social media / email fundraising appeals and initiatives.
- Building a regular giver / individual donor fundraising programme for Educate Together.
- Managing, segmenting and adding to the organisation's donor lists.
- Planning, implementing and monitoring fundraising and advocacy strategies.
- Managing online tools and databases (Salesforce / Mailchimp / Wordpress / Outlook).
- Providing colleagues with communications guidance, support and resources.
- Monitoring local, national and social media daily.
- Researching and writing content for articles / media releases.
- Promoting the organisation's strategic projects and schools' content on social media.
- Creating digital content (graphics, videos, images and slideshows) for online sharing.
- Monitoring media and social media for content relevant to Educate Together.
- Writing, designing and editing company newsletters.
- Engaging with potential advertisers for placement in newsletters and other products.
- Researching and writing ad-copy and keywords for use on online SEO and PPC campaigns.
- General administrative tasks related to communications and fundraising work.

- Other related duties that may be assigned from time to time.

### **Additional Responsibilities and Areas of Work**

- The Fundraising Officer will participate fully in the work of Educate Together's small national office team, and flexibility will be required.
- Part of everyone's role is to provide cover for colleagues when required.

### **Essential Criteria**

- Demonstrated capacity in fundraising and digital marketing.
- Relevant fundraising / communications experience.
- Knowledge and understanding of charity sector and a talent for fundraising practices.
- Strong creative communications and writing abilities and keen attention to detail.
- Interest in digital communications - [Twitter](#), [YouTube](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

### **Desirable Criteria**

- Relevant qualification (e.g. digital marketing / business / fundraising / communications / public relations / non-profits).
- Interest in social justice and educational issues and a commitment to equality-based education.
- Comfortable communicating the [ethos, vision and values](#) of the organisation.
- Excellent office ICT skills and a knowledge of MS 365 / Office and Mac.
- Project management skills and experience of managing projects to completion.

### **Terms**

- The post is initially offered on a fixed term basis for 12 months with a six-month probationary period. It is hoped that this new role will develop into a permanent position, subject to funding.
- Starting salary is €31,524 (pro-rata), which is point 1 on the organisation's Officer salary scale.
- The successful applicant will be expected to work between the national office of Educate Together and their home over a 3/4-day week (21/28 hours - days and times to be agreed).
- The national office of Educate Together is currently based in Dublin city centre. Currently, due to Covid restrictions, all staff are working from home.
- Annual leave is 26 days per annum (pro-rata).

### **Applications**

- To apply please send a letter of application and CV (max 3 pages) to: [recruitment@educatetogether.ie](mailto:recruitment@educatetogether.ie) with subject "**Fundraising Officer Application**".
- Closing date for applications is 12:00 midday **Monday 17<sup>th</sup> January 2022**.