

Title of Post	Donor Marketing Executive (Dubin 8 & Hybrid)
Location	Christchurch Square, Dublin 8 with hybrid working
Employment Type	Full-Time (37 hours) & Specific Purpose (Maternity Leave Cover)
Salary	€43,090 - €60,187 DOE
Contact Person	Denisa on 014530355 / recruitment@barnardos.ie
Closing Date	31 st July 2026
Interview Date	11 th /12 th August 2026

Information Note

Name of the Department: Fundraising

Address/ Location: Barnardos National Office, Christchurch Square, Dublin 8.

Contact Details: 01 4530355

What does the Fundraising Department do?

Barnardos fundraising department is responsible for raising voluntary income to support Barnardos services in Ireland in the following ways:

- Individuals
- Campaigns and Events
- Corporate Fundraising
- Major Gift
- Trust and Foundations
- Legacies

What will the Donor Marketing Executive do?

The Donor Marketing Executive creates insightful and inspiring communications, including postal campaigns and updates, email content and also digital advertising, all with a view to keeping our donors updated about the work that Barnardos is doing to support children and families, and to inspire donors to continue to support Barnardos.

The person should be comfortable and confident building relationships; as the role will involve liaising internally with colleagues in all of our services across Ireland, as well as providing top-level donor care on a day-to-day basis. That might be in person, over the phone or via email. We are really proud of the level of donor care we provide to our donors, and love the feedback we receive from donors in respect of that.

It is important that the person should have a good head for, and be comfortable making decisions with data; thinking about the different segments within our database and how we can best communicate with them. Regular reporting on activities is expected, so ability to analyse a campaign after its execution is important too.

The role also has a particular focus on new cash donor acquisition, to build on Barnardos' existing donor database.

Donor Marketing Executive

Job Description

Post:	Donor Marketing Executive
Location:	National Office, Dublin 8 / Hybrid
Responsible to:	Head of Donor Marketing
Works with:	Fundraising Team, other employees and members of the public.

Job Purpose

The Donor Marketing Executive is a strong copy-writer and storyteller who creates insightful and inspiring communications, including postal campaigns and updates, email content and also digital advertising. All with a view to keeping our donors updated about the work that Barnardos is doing to support children and families, and to inspire donors to continue to support Barnardos.

This could involve writing a story to feature in a mailing, or in newsletters. It could be collating pictures or videos to share in an email or online ad campaign.

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Core Job Requirements

- Work with the Head of Donor Marketing to plan, develop, project-manage and implement donor marketing campaigns and appeals to the donor database. Currently we send our appeals and updates via post and via email, working within a budget and with targets to achieve.
- Liaise with Barnardos' Children's Services, Advocacy and Communications teams to acquire information and stories for use in donor communication materials and further planning how to present these stories to our donors. Maybe it's a mailing, maybe it's a quick email, maybe it's a video we can post on our Tiktok!
- Digital marketing; conceptualising campaign and advertising ideas to promote Barnardos fundraising offerings like our Gifts for Good.
- Work with the Digital Executive to ensure the maintenance and update of the Individual Giving Donor Fundraising web pages.
- Conduct analysis and segmentation of data for each campaign / appeal to deliver optimum results. This applies to both mailings and email campaigns. It's really important the candidate is confident working with data in this way.

- Evaluate campaigns and provide reports to Head of Donor Marketing (in collaboration with our Fundraising Systems team), again for all of our activities so we can measure success, or improve if not successful.
- New donor acquisition in consultation with the National Fundraising Manager to include postal, online and e-mail communications.
- Supporting with implementing the Legacy giving strategy, and planning appeals and events to support this area of giving.
- Providing excellent donor care to our donors; responding to queries over the phone, via post or email, in a professional yet friendly manner. This also involves supporting with admin required to follow up and complete queries.
- Representing Barnardos at Charities Institute Ireland Direct Marketing group, as required.
- Managing relationships with external agencies to ensure best practice donor communications, and to ensure delivery of the agreed work on time and within budget.
- Research and stay connected with activity and changes within the charity sector and circulate relevant information.
- Work with the wider fundraising team and manager in achieving overall targets and goals.
- Supervise staff and volunteers as required.

Donor Marketing Executive

Person Specification

Personal Attributes

- Values driven; to really care about the cause and wanting to make Ireland a better place to be a child. This attitude and authenticity helps make our communications special.
- A creative mind; confident and comfortable acquiring good content and stories and presenting it in an inspiring and professional way for our donors to enjoy.
- A good head for data; the role requires adhering strictly to GDPR guidelines, thinking about segmentation as well as campaign analysis and reporting.
- A good knowledge of marketing for fundraising techniques – especially direct mail and digital communications.
- Excellent communication and presentation skills; verbal, written and face to face. This can include internal relationships with colleagues, as well as the external ones with donors, suppliers and stakeholders.
- An all-round well organised person; the role can be busy and involve managing various projects at once.
- Flexibility is important when working for a charity; open to helping colleagues is important.

Experience

- Minimum of 3 years marketing experience, with fundraising or Not-for-Profit experience a distinct advantage.
- Experience in creating direct mail (postal marketing) campaigns from beginning to end
- Experience with email marketing and CRM platforms (we are currently using Click Dimensions and Microsoft Dynamics)
- Digital marketing; a good knowledge and understanding of how to use digital platforms to improve on visibility of campaigns
- Experience working with and managing external agencies and suppliers required.
- Excellent computer skills and working experience in Word, Excel, PowerPoint, Outlook and database packages

Qualifications

Relevant third level qualification desirable but not essential; business studies or marketing preferred; a strong digital marketing understanding a distinct advantage.

The postholder's role is located at our National Office in Dublin 8, however hybrid working is an option and arrangements can be discussed at interview/job offer stage. The candidate may be required to travel to other Barnardos projects across Ireland to acquire content or attend events, so applicants should be happy and confident to do that.

Barnardos is an equal opportunity employer.

We celebrate diversity and are committed to creating an inclusive environment for all.