

## Area Fundraiser - Happy Heart Weekend

### Job description

The Irish Heart Foundation is one of Ireland's leading charities, committed to the reduction of premature death and disability from heart disease and stroke. Happy Heart Weekend (10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> May 2012) is the charity's only national on-street collection and raises over €500,000 from the sale of happy heart badges by its network of loyal volunteers.

A Community Fundraiser is needed to implement and drive the Foundation's Happy Heart Weekend fundraising plan in the counties **Dublin South West** to deliver targets in line with the regional plan and strategy. Specifically they will be tasked with recruiting coordinators & volunteers to cover collection areas including key shopping centres, streets and events. Coordinators will be expected to nurture and develop long term relationships with new and existing coordinators and volunteers.

Working from home this is a 5-month part-time position and a key role within the fundraising team in the **Dublin** region. There will also be an expectation to travel to Head Office in Dublin for inductions and team meetings.

The Area Fundraiser will report to the Regional Manager for the area.

### ***Specific Duties include:***

- Raise €26,000 from sale of hearts during Happy Heart Weekend 2012
- Implement the fundraising plan for the area with the regional manager
- Establishing a network of coordinators to manage volunteers to cover 3 days at shopping centres and key collection locations throughout the area
- To help recruitment of volunteers by identifying local contacts and establishing relationships with schools, key people and community or social groups
- Secure and confirm permission for shopping centres by calling to and meeting centre managers

- Recruitment of and liaison with transition year teachers and students to help with the collections
- Meet with and maintain excellent relationships with the existing Irish Heart Foundation coordinators and clarify income targets
- Furnish weekly updates to the Regional Manager and attend meetings bi-weekly
- Liaise with Regional Manager regarding stock quantities for relevant coordinators
- Maintain records of lodgements to the bank account and any new volunteer records
- Gather and collate all contact details to be sent to and recorded on the office database. Provide assistance in the post-campaign 'thank you' stage

***Essential Skills and Competencies:***

- A self motivated person with experience in sales development/relationship management
- Ability to manage and motivate volunteers and garner support for the event
- Excellent communication and sales skills
- Extensive planning skills with attention to detail
- The ability to multi-task with a flexible approach

**Desired**

- A broad contact base with community/social/sports groups to develop the volunteer network
- Proficiency in Word and Excel is essential
- Target driven and ambitious
- Full clean driving licence and use of a car

***Terms of Employment:***

- 4 month contract until end of May 2011
- 15 hours per week but flexible (focus is on implementing the plan in the timeframe)
- Work from home but travel is involved in this role
- Full training and induction provided

**For further information and details on the role please contact:**

Campaign Coordinator Ciara Mealy or email [cmealy@irishheart.ie](mailto:cmealy@irishheart.ie).