



DIRECT MARKETING OFFICER – UCD FOUNDATION

UCD Foundation engages in marketing, events and fundraising activities with alumni to support UCD in its pursuit of world-class education, teaching, research and innovation. An opportunity has arisen within UCD Foundation for a Direct Marketing Officer to support a leading and award winning Regular Giving team.

The Role

The role will involve supporting planned Direct Marketing campaigns to UCD alumni and prospects –

- To achieve continued growth for UCD Foundation's Regular Giving function.
- To support the Regular Giving Coordinator in the delivery of tailored and effective online warm up communications for selected prospects.

Direct Marketing Activity

- To assist with the day to day management and reporting of UCD Foundation's Direct Marketing campaigns to increase and retain the number of individual donors to the University.

Telemarketing Activity

- To assist the Regular Giving Coordinator with the recruitment and training of student callers for calling campaigns and to coordinate the day to day management of calling campaigns.

Administration

- Respond to ad-hoc requests from supporters and alumni that result from campaign communications

TRAINING

You will receive formal/informal training in the following areas

- Regular Giving best practice
- Campaign briefing and management
- Direct Marketing
- People Management
- Database Administration

The suitable candidate will possess the following experience and professional characteristics

- 2- years marketing/fundraising or similar experience
- Exceptional verbal and written communications skills
- A high degree of computer literacy
- Excellent organisational and multi-tasking skills
- Strong time management
- Ability to work under pressure
- A university degree

To apply for this position, please send your CV and cover letter to patrick.clarke@ucdfoundation.ie by **11 January 2019**