



## Annual Giving Manager

UCD Foundation is seeking an experienced and driven Annual Giving Manager to help us grow our donor community and support life-changing scholarships.

### **Role Summary**

**About UCD Foundation:** UCD Foundation works to support University College Dublin in its pursuit of world-class education, teaching, research and innovation. The Foundation is engaged in fundraising activity for transformational, multi-year development programmes.

**Purpose of the role:** The Annual Giving Manager will play a vital role in delivering UCD Foundation's Annual Giving strategy by cultivating, soliciting and stewarding current and prospective donors with the goal of securing gifts at levels up to mid-level giving primarily for the UCD Champions 'Opening Doors' Alumni Fund, which provides scholarships for students facing financial hardship, ensuring equal access to a UCD education. They will additionally drive the success of UCD Foundation's legacy programme and identify and solicit legacy gifts to help diversify income streams for priority projects.

### **Key Responsibilities:**

- Identify and solicit annual and mid-level donors from the current Annual Giving donor pool, in line with the annual giving strategy.
- Implement and drive the success of UCD Foundation's legacy campaign strategy.
- Review and provide oversight to improve direct mail creative, emails and telephone campaigns to implement best practices in the sector.

### **Fundraising activity**

- Develop relationships with individual donors (regular giving donors up to mid-level giving) to secure financial support for UCD Champions, UCD Foundation's fund supporting equal access to education.
- Collaborate with the Head of Annual Giving to identify upgrade and reactivation opportunities, informed by data segmentation, calling campaign performance and donor journey insights.
- Engage with senior academics and internal stakeholders as needed to support donor engagement, stewardship and campaign delivery.

### **Legacy Activity**

- Contribute to and implement UCD Foundation's legacy strategy. Including, driving strategy; identifying and soliciting potential legacy giving supporters from our existing donor base; and reporting on the success of the campaigns.

### **Direct Marketing Activity**

- Support delivery of UCD Foundation's direct marketing campaigns including campaign planning, design, targeting, day-to-day management and reporting, to increase and retain the number of individual donors to the University.

**Finance**

- Support the management of campaign, student caller, and recruitment budgets, including cost control and monitoring progress against ROI targets
- Maintain up-to-date reports to support financial tracking and campaign performance review.

**External**

- Proactively monitor the external fundraising environment to seek out, develop and successfully implement innovative ideas that contribute to the achievement of the Annual Giving fundraising targets.

**Suppliers**

- Manage relationships with internal and external service providers, including telemarketing agencies, database and software suppliers, creative agencies, and printers, to ensure high-quality and cost-effective campaign delivery.

**Key Performance Indicators:**

- Growth in numbers of donors and average gift size
- Campaign ROI and conversion rates
- Mid-level and legacy giving targets achieved
- Retention and reactivation performance

**Training:**

- You will receive formal/informal training in the following areas:
  - Annual Giving best practice
  - Campaign briefing and management
  - Direct Marketing
  - People Management
  - Database Administration

**Person Specifications & Qualifications:****Requirements**

- Proven experience in individual giving, direct marketing, or annual giving campaigns, ideally within higher education, non-profit, or charity environments.
- Track record of cultivating and stewarding donors to achieve fundraising targets.
- Familiarity with legacy fundraising strategies and donor identification.

**Personal characteristics/competencies**

- Excellent communication skills, both verbal and written.
- Strong interpersonal skills and ability to work within a team.
- Strong administration and organisation skills.
- Self-motivated, enthusiastic, and driven.
- Capable of working on own initiative.
- Capable of dealing with potential problems in a calm and assured manner.



### **What You Can Expect from Us:**

UCD Foundation is excited to be adding this role to our team. In return for enthusiasm and a willingness to learn from your colleagues, you can expect the opportunity to develop and thrive in a positive and collaborative work environment where each team member's contribution is valued and acknowledged.

UCD Foundation employees are located on the UCD Belfield campus. We take a hybrid approach to being on site with three days a week on site and up to two days a week working from home (there may be a requirement to be on site for additional days during probation period).

### **Salary and Benefits:**

- Attractive basic salary – €52,000 to €55,000.
- 21 days annual leave plus additional days (i.e. Good Friday, Christmas period).
- Generous paid sick leave entitlement.
- Pension – defined contribution – 10% employer contribution.
- Employee assistance programme.
- Cycle-to-work scheme.
- Hybrid Working.
- Up to two weeks remote working.
- Opportunity to take unpaid leave over the summer (max two weeks).
- Reduced employee rates for UCD Sports & Fitness.
- International partnerships and knowledge networks (e.g. CASE membership, Charities Institute)

### **Additional details/ Application process:**

The contract for Annual Giving Manager is initially for three years subject to a satisfactory probationary period. The successful candidate will be subject to a probationary period of six months.

All applicants must have the right to work in Ireland.

To apply, please submit your CV and a cover letter outlining your relevant experience and why you are a suitable candidate for this position to Caroline Doran, Human Resources Manager, via email, [caroline.doran@ucdfoundation.ie](mailto:caroline.doran@ucdfoundation.ie) with the subject line 'Application: Annual Giving Manager'

The closing date for applications for this role is 11<sup>th</sup> September 2025.

***UCD Foundation is an equal opportunities employer which welcomes applications from any individuals with the relevant skills and abilities to help make its diverse workforce more effective.***

Further information on the work we do can be found on the following websites:

[www.ucdfoundation.ie](http://www.ucdfoundation.ie)

[www.ucd.ie](http://www.ucd.ie)