



Donor Relations and Direct Marketing Officer

Role and Person Specification



About UCD Foundation

UCD Foundation is the philanthropic arm of University College Dublin, dedicated to supporting the university's mission of excellence in education, research, and innovation.

UCD Foundation operates across four key pillars: Development, Alumni Engagement, Advancement and Corporate Services. Together, these pillars drive strategic fundraising, build meaningful relationships with alumni and donors, and deliver impactful programmes that benefit the UCD community. UCD Foundation plays a central role in enabling transformational initiatives through philanthropic support and long-term engagement.

We are now seeking a **Donor Relations and Direct Marketing Officer** to support our Annual Giving and wider Development activities. This is an exciting opportunity for a hardworking, resourceful, creative, and diligent individual to join a highly regarded and successful team, and to grow professionally within a dynamic environment..

Role and Person Specification

The Donor Relations and Direct Marketing Officer will play a pivotal role within the award-winning fundraising team at UCD Foundation. This position is responsible for stewarding annual giving donors, processing gift receipts, creating direct mail campaigns, supporting fundraising and advertising initiatives and researching new funding opportunities.

The successful candidate will bring existing skills to the role and have the opportunity to develop new ones in a dynamic environment with strong potential for professional growth and development.

Key areas of responsibility and accountability

To support UCD Foundation's fundraising activities through efficient gift processing and receipting, high-quality donor stewardship, management of select direct marketing campaigns, and research into new funding opportunities.

Donor stewardship and communications

- Ensure all annual giving gifts are processed in accordance with UCD Foundation procedures, providing accurate and timely acknowledgement of donor support.
- Collect and curate student testimonials for use in donor reports, and the promotion of the impact of philanthropy on UCD's students.
- Contribute to the development and the delivery of donor-centric communications that enhance engagement and retention.

Direct Marketing

- Working closely with the Head of Annual Giving help plan and implement direct mail campaigns to acquire, retain, and upgrade donors.
- Working with the UCD Foundation communications team, act as digital strategy lead for UCD Foundation's development team, with a particular focus on advertising across platforms such as LinkedIn and other relevant channels.
- Monitor campaign performance and analyse results to inform strategy and improve return on investment.

Administration and data

- Produce reports to monitor donor conversion, retention, and income performance.
- Build and maintain strong internal and external relationships to facilitate the delivery of excellent donor stewardship.

Person Specification & Qualifications

Essential Requirements:

- Exceptional verbal and written communication skills
- Relevant experience in fundraising, donor development, or a related field
- Strong organisational skills with the ability to manage multiple tasks simultaneously
- A university degree
- Excellent writing and editing abilities, including drafting donor communications and campaign materials
- Strong digital skills, including familiarity with paid advertising platforms
- Experience working with donor database systems (Raiser's Edge or similar is an advantage)
- Proven ability to meet multiple deadlines and manage competing priorities
- Strong research and analytical capabilities

Key Competencies & Personal Attributes:

- Excellent interpersonal and communication skills
- A collaborative team player with strong relationship-building abilities
- Highly organised with strong administrative skills
- Self-motivated, enthusiastic, and results-driven
- Able to work independently and take initiative
- Calm and confident when handling challenges or problem-solving

What You Can Expect from Us

UCD Foundation is delighted to be recruiting for this role within our dynamic and supportive team. In return for your enthusiasm and willingness to learn, we offer a collaborative and positive work environment where every team member's contribution is valued and recognised.

You will have the opportunity to grow professionally, gaining hands-on experience in finance and not-for-profit operations, while developing transferable skills that are highly sought after across sectors. We are committed to supporting your development and helping you build a rewarding career.

Our team is based on the UCD Belfield campus and we operate a hybrid working model, typically three days on-site and up to two days working from home. During the probation period, additional on-site days may be required to support onboarding and training.

Salary and Benefits

- Competitive salary (€38,000 to €43,000, dependent on experience)
- 21 days annual leave, plus additional days (e.g. Good Friday, Christmas closure)
- Time in lieu opportunities for specific volunteering activities
- Generous paid sick leave entitlement
- Defined contribution pension scheme – 10% employer contribution
- Employee Assistance Programme
- Cycle-to-Work Scheme
- Hybrid working model
- Up to two weeks remote working annually
- Option to take up to two weeks unpaid leave during summer
- Reduced employee rates at UCD Sports & Fitness
- Access to international knowledge networks and professional development (e.g. CASE membership, Charities Institute Ireland)

Application Process

How to Apply

To apply, please send a cover letter outlining your suitability for the role, along with a full Curriculum Vitae, to caroline.doran@ucdfoundation.ie. Please ensure that you specify **Donor Relations and Direct Marketing Officer** in the subject line of your email.

Closing Date: 5:30pm on Wednesday, 12th November 2025.

First Round Interview

Shortlisted candidates will be invited to an in-person, competency-based interview focused on relevant skills and experience.

Second Round Interview

Selected candidates will attend a second in-person interview, which will include a task or a short presentation to the interview panel. Details will be provided in advance to allow for preparation.

Reference Checking

The preferred candidate will be asked to provide two references, ideally from their most recent employers.

Additional information:

- This is a three-year fixed-term contract, subject to a six-month probationary period
- All applicants must have the right to work in Ireland