

Barnardos: Donor Development and Legacy Giving Lead **(<https://www.activelink.ie/node/115380>)**



Ireland's leading children's charity is recruiting:

Donor Development and Legacy Giving Lead

Location: Dublin

Contract: Fulltime (37 hours) and Permanent

Salary: €44,621- €60,600 depending on experience

Why work at Barnardos?

Barnardos is Ireland's leading children's charity that works to help the most vulnerable children in society achieve their full potential. Barnardos works with children from birth to 18 years of age as well as with their parents and carers. In 2024 Barnardos delivered services to over 24,000 children, families and individuals.

Barnardos mission is to work with families, communities, and our partners to transform the lives of vulnerable children who are affected by adverse childhood experiences.

What we can offer you?

- Barnardos offers a competitive salary – recognising the experience you bring to the role
- Generous annual leave entitlements plus discretionary Company days
- Employee pension scheme with employer contribution/ Company Sick Pay Scheme
- Access to regular trauma informed support, supervision, training and many other professional development opportunities
- Tax saver and bike to work schemes in operation
- Access to the Employee Assistance/Wellbeing programme for employees and their immediate family members

What's the role and service?

The purpose of this role is to develop and deliver an ambitious major donor & legacy giving fundraising strategy to increase funds raised through both of these income streams.

Responsibilities will include developing relationships with wealth intermediaries in Ireland to gain privileged access to new potential major donors and to develop a pipeline of major donor giving for the organisation. The role will also further develop Barnardos legacy giving capacity and be a key contact point for existing and new legators.

The ideal candidate will be an experienced fundraiser with a proven track record in philanthropy, stakeholder engagement, and income generation. A background in the not-for-profit sector is preferred, with strong project management skills and the ability to influence at senior levels.

What will my day to day look like?

Major Giving Capacity:

- Working with the Fundraising Manager and Director, develop a Major Gift strategy and campaign that aims to grow income in this area
- Work with the Barnardos Board to develop further insights and nurture relationships with key stakeholders externally to secure privileged access to potential supporters
- Proactively identify opportunities to deliver first-class support, service and stewardship for donors ensuring they feel connected and part of Barnardos, including direct relationship management of key prospects and donors
- Provide accurate and timely reports and data analysis to Fundraising Manager and Director

Legacy Giving:

- Further develop Barnardos Legacy Giving campaign to increase the base of living legators – cultivating and stewarding relationship between pledgers and the organisation.
- Develop an annual communications plan for existing supporters and embed legacy giving into everyday fundraising communications using a mix of fundraising channels including; direct marketing, social media, events and cultivation through personal engagement with legators.
- Deliver the Legacy marketing activity in line with budget.
- Further develop *In Memory* giving for the organisation
- Track and analyse performance and activities using key donor research insights to develop and adjust plans as appropriate

Cross-team/organisational collaboration:

- Work at a strategic level with the other heads of fundraising to support wider fundraising activities
- Work in collaboration with fundraising, communications and other functions within the organisation to enhance success and develop cross functional relationships
- Develop good relationships with Barnardos services to showcase the work carried out across 56 service centres nationwide and to ensure major giving and legacy giving plans are understood and supported
- Take an active role in wider organisational initiatives to help deliver our 5-year strategy, including our organisational DEI strategy

Budgets and Reporting:

- Management of team costs and expenditure budgets on an on-going basis ensuring all activity is implemented within budget and within defined cost ratios

General:

- Undertake any relevant work delegated by the Director of Fundraising and Marketing.
- Share Barnardos values, participate as a full member of the Barnardos team and support activities across the whole organisation as appropriate.
- Engage in regular one to one session with the Fundraising Manager and Director of Fundraising.
- Participate in relevant training and development courses as agreed with your manager.

What experience do I need?

- A minimum of 5 years' experience working in the non-profit sector, wealth management or similar role
- Proven experience of high value acquisition, development, and retention with a track record of delivering large gifts and their support programmes
- A background in the not-for-profit sector is preferred, with strong project management skills and the ability to influence at senior levels
- Excellent communication and presentation skills, verbal, written and face to face
- Successful record of working with high performance teams and managing tight budgets
- Strong analytical skills and data-led approach to donor development
- The successful candidate will need to show reasonable flexibility in relation to hours of attendance to meet the needs of the work. Work during weekends, evenings and unsociable hours may be required

Do I need a qualification?

- Education to degree level (desirable) or relevant experience gained either in the corporate or voluntary sector
- Full driving licence and access to the use of a suitably insured vehicle essential

For full job description and to apply please visit [Current Job Vacancies – Barnardos](https://www.barnardos.ie/about-us/careers/current-job-vacancies/) (<https://www.barnardos.ie/about-us/careers/current-job-vacancies/>)

Closing date: Friday May 9 2025

Shortlisting will apply (please note, CVs are not accepted on their own, candidates must complete and submit our application form through Barnardos website).

Barnardos is an equal opportunity employer.

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

Region

Dublin

Date Entered/Updated

1st May, 2025

Expiry Date

9th May, 2025

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