



CANDIDATE INFORMATION PACK

Individual Giving Manager

The Care Trust

May 2026



When barriers are removed, potential can thrive

For over 50 years, The Care Trust has been unlocking potential and driving meaningful change across Ireland. By connecting generous supporters with high-impact opportunities, we raise vital funds that enable our Charity Partners to deliver life-changing services, promoting health, independence and inclusion for thousands of people nationwide.

Behind every donation is a real and immediate impact: a child accessing therapy sooner, an adult gaining independence, a family finding support when it matters most. This is what drives us.

Working alongside our Charity Partners CRC and Rehab Group, we ensure that funding reaches where it is needed most, strengthening services, enabling innovation and reducing barriers to opportunity.

Our Supporters

Together, we are building a more inclusive future

Our supporters are the engine of our impact. Their commitment sustains essential services and enables long-term change. Every contribution reflects a shared belief: that disability should never limit potential, independence or choice.

We are ambitious about how we engage and grow this community. Through exceptional supporter experiences, insight-led fundraising and a focus on impact, we are building deeper, more meaningful relationships grounded in trust, transparency and accountability.

In a time of rising demand, sustainable and predictable income has never been more critical. It enables our partners to plan confidently, invest in innovation and respond to evolving needs. Our role is to ensure this income grows responsibly, creatively and with purpose.

Because of our Supporters, funding is available when it matters to our Charity Partners. Services are strengthened. Facilities improved. Innovation progressed. Barriers are reduced.

Our Charity Partners:

CRC provides disability services for children and adults, as well as highly specialist national services. CRC helps individuals reach their full potential through therapy, medical care, and support.

Rehab Group provides services to more than 12,800 people every year. Working with children and adults with disabilities and their families, and people who need support to live more meaningful lives of their choosing.

The Opportunity

This is a defining moment for The Care Trust. We are investing in Individual Giving as a core strategic growth engine and this role will shape how we realise that ambition.

As Individual Giving Manager, you will manage the design and delivery of insight-driven, multi-channel programmes that acquire, engage and retain supporters at scale. You will test, innovate and optimise bringing fresh thinking to campaigns, projects, journeys and digital approaches, while driving measurable income growth and long-term value.

This is a role for someone who wants to build, not maintain. Someone motivated by both performance and purpose who can translate data into action, stories into connection, and ambition into results.

If you are driven to grow income, deepen engagement and play a central role in building a more inclusive Ireland, we would love to hear from you.

JOB DESCRIPTION

JOB TITLE: Individual Giving Manager

REPORTS TO: Marketing and Lottery Operations Manager

LOCATION: Blackrock Co. Dublin (hybrid working available)

JOB SPECIFIC: Full Time – 37.5 hours per week (Monday to Friday)

Overall Purpose of Job

The Care Trust is investing strategically in Individual Giving as a core income stream to support its mission and long-term sustainability. The Individual Giving Manager is responsible for the development, planning and delivery of data-informed Individual Giving (IG) fundraising programmes.

The role will lead the design, testing and execution of multi-channel fundraising campaigns to acquire, engage and retain Supporters, while driving innovation in fundraising products, digital approaches and supporter journeys. The Individual Giving Manager will oversee the fundraising team, outsourced agencies and suppliers, manage targets and budgets and use data-driven insight to optimise performance and income growth.

Reporting to:

This role will report directly to the Manager responsible for Marketing and Operations and will manage and direct the fundraising team and suppliers.

Main Duties and Responsibilities

Fundraising Campaign Development and Management

- Develop and manage multi-annual Individual Giving fundraising plans aligned with organisational strategy and income targets.
- Plan, develop and project manage integrated, multi-channel individual giving fundraising campaigns.
- Engage with Charity Partners to shape campaign focus, content and messaging.
- Set, monitor and achieve campaign KPIs, targets, metrics and deadlines.
- Oversee campaign data selection, segmentation, targeting and implementation processes.
- Lead the project management and development of fundraising campaign copy, creative briefs and communications materials in collaboration with internal teams and external suppliers.
- Conduct ongoing campaign analysis, produce regular performance reports and manage changes to implementation based on insight.
- Consistently analyse results, interpret trends and implement recommendations to improve acquisition, retention and lifetime value.
- Manage key projects and new developments as required

Fundraising Innovation and Development

- Lead the phased development of a new structured Individual Giving innovation pipeline.
- Prepare written business cases and deliver presentations for new fundraising campaigns, products or methods.
- Take ownership of testing, learning and scaling new individual giving fundraising approaches to maximise income and supporter engagement.
- Conduct market research, supporter insight analysis and opportunity assessments to inform innovation.
- Apply test-and-learn methodologies and digital innovation to fundraising product development.

Budgeting and Financial Management

- Manage annual and multi-annual fundraising budgets, including forecasting and performance expectations.
- Maintain financial oversight of acquisition and innovation spend to ensure value for money and strong return on investment.
- Manage campaign costs and report on ROI, cost per acquisition and income performance.
- Report on budget performance and financial risk as required.

Supporter Engagement and Segmentation

- Use data and insight to identify and develop supporter segments to optimise campaign performance.
- Support the development of proven supporter journeys from acquisition through to retention and stewardship handover.
- Support the identification of opportunities to enhance supporter engagement, loyalty and lifetime value.
- Input into stewardship and impact reporting for supporters, demonstrating the impact of their gifts.
- Represent the organisation in supporter engagement initiatives as required.

Data Management, Analysis and Insight

- Ensure effective use of CRM systems and fundraising data in compliance with GDPR and data protection requirements.
- Use analytics to drive segmentation, targeting, campaign optimisation and decision-making.
- Oversee reporting on fundraising performance, supporter data and partner delivery.
- Deliver high standards of data quality in collaboration with colleagues in supporter care and data.

Leadership and Management

- Provide direction and leadership to the Individual Giving function.
- Manage and support a small internal team, fostering a collaborative, positive and results-driven culture.
- Direct and oversee outsourced agencies and suppliers, setting KPIs, managing contracts and ensuring quality delivery.
- Builds a positive, collaborative, and high-performing culture within the team, across partner relationships and cross functions.

Compliance, Processes and Governance

- Ensure adherence to fundraising best practice, regulatory requirements, data compliance and organisational policies in fundraising and supporter engagement through training and monitoring.
- Lead the development and regular review of individual giving fundraising processes and procedures.

Collaboration and Partnerships

- Work closely with Digital, Communications and Data team members to align fundraising, digital and social media strategies.
- Build and maintain strong relationships with Charity Partners, agencies and suppliers.
- Engage in effective cross-departmental planning and briefing to ensure smooth campaign execution.
- Represent the organisation externally with supporters, partners and stakeholders.
- Stay informed of sector trends and emerging opportunities for Individual Giving growth and innovation.

Other

- Carry out any other reasonable duties consistent with the role.
- Act at all times in the best interests of the organisation and in accordance with its mission, vision and values.

PERSON SPECIFICATION

Experience and Qualifications

- Degree-level qualification in Fundraising, Business Development, Marketing, Communications or a related discipline, or equivalent relevant experience.
- Postgraduate or professional qualifications such as the Institute of Fundraising (IoF) Diploma, Certified Fundraising Executive (CFRE), Chartered Institute of Marketing (CIM) or a Data Analytics qualification are desirable.
- 5–7 years' experience in multi- campaign/channel fundraising, marketing or business development, including at least 3 years in Individual Giving or Direct Marketing leadership, innovation and supplier management.
- Demonstrates strong management experience managing staff, agencies, suppliers and cross-functional stakeholders.
- Proven experience in budget management, financial forecasting and ROI analysis.
- A full, clean driving licence and access to a car is required to support occasional travel.

Knowledge and Skills

- Strong understanding of Individual Giving and direct marketing fundraising principles.
- Expertise in data analysis, segmentation, performance optimisation and insight-led decision-making.
- Knowledge of digital fundraising platforms, CRM systems, automation tools and data compliance requirements.
- Excellent relationship-building, negotiation, communication and presentation skills.
- Strong project management and organisational skills with the ability to manage multiple initiatives simultaneously.
- Confident problem-solver with the ability to adapt strategies based on performance, insight, and organisational need.
- Skilled at managing multiple priorities, tight deadlines, and complex stakeholder environments.
- High level of integrity, professionalism, and attention to detail.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) and experience working with CRM databases and digital platforms.

Role Related Competencies

- Passion For the Cause
- Integrity and Ethical Mindset
- Impact & Outcomes Focused
- Growth Mindset & Continuous Learning
- Management and Leadership
- Relationship Driven and Empathetic
- Collaborative and Team Oriented
- Resilience and Adaptability
- Proactive & Self Motivated
- Problem solving and analysis
- Communications

Our approach to Diversity, Equity and Inclusion

We believe that meaningful change begins with connection and that connection is strongest when every voice is heard and valued. Our commitment to diversity, equity and inclusion is at the heart of how we build relationships with our supporters, our colleagues, and the communities we serve. We are creating a culture where difference is embraced, barriers are challenged, and everyone is empowered to bring their strengths to our shared mission.

Guided by our values of Collaboration, Accountability, Respect and Excellence, we strive to ensure that our work in Individual Giving reflects the richness and diversity of the people behind every gift and every story. We welcome those who are passionate about inclusive storytelling, equitable engagement, and building a

community of supporters that truly represents and uplifts all voices because we know this is how lasting impact is made

Contract and Terms

- Contract Type:
- Salary: €58,000 – €63,000 DOE.
- Hours: 37.5 hours per week, Monday to Friday
- Location: Blackrock, Co. Dublin (hybrid working available)
- 25 Annual leave days per annum
- 2 privilege days, Good Friday and Christmas Eve
- Access to Health Insurance Group Scheme with VHI
- Employee Assistance Programme
- Death in Service benefit
- Training and development opportunities
- Tax saver commuter ticket scheme
- Bike to work scheme
- Pension

How to apply: Please provide your CV and Cover Letter outlining your suitability for the role to :
anna@mantrastrategy.ie

Closing Date: Friday May 29th @ 5pm

First Round Interviews due to take place week Commencing June 8th.

We are committed to being an inclusive and diverse organisation. We welcome applications from all sectors of the community. We do not discriminate based on race, ethnicity, class, religion, sex, sexual orientation, gender identity, age, disability, membership of the Roma or Travelling community and other legally protected statuses.

We warmly welcome applications from a diverse range of backgrounds and experiences. We are committed to taking reasonable steps to make our recruitment process as accessible as possible and are flexible in how we receive information. If you would like to apply via a different format let us know how we can support you to be the best you can be.