



UCD Foundation



#JOB-2416392



Ardmore House, Uni Col Dublin, Belfield,
Dublin 4, D04 V1W8



No of positions : 1



Paid Position



37.5 hours per week



38000.00-43000.00 Euro Annually



14/10/2025



11/11/2025

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : caroline.doran@ucdfoundation.ie



Open your camera
app & point here
to view this ad
online



Donor Relations and Direct Marketing Officer

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

UCD Foundation is seeking a Donor Relations and Direct Marketing Officer to join its award-winning fundraising team. This role plays a key part in strengthening donor engagement, managing annual giving processes, and supporting marketing and fundraising campaigns. The successful candidate will steward donors, process gifts, develop communications, and contribute to data-driven fundraising initiatives — all within a dynamic and supportive environment that fosters professional growth.

Key Responsibilities:

Donor Stewardship & Communications

Process and receipt all annual giving donations accurately and promptly.

Develop donor communications and stewardship materials to enhance engagement and retention.

Collect and curate student testimonials for impact reporting and promotional use.

Direct Marketing & Digital Strategy

Support the Head of Annual Giving in planning and executing direct mail campaigns to acquire, retain, and upgrade donors.

Lead digital advertising strategies across channels (e.g., LinkedIn and others).

Monitor and analyse campaign performance to improve effectiveness and ROI.

Administration, Reporting & Research

Produce reports tracking donor conversion, retention, and income performance.

Maintain accurate data and strong internal/external relationships for effective donor stewardship.

Research new funding opportunities to support UCD Foundation's fundraising goals.

Essential Requirements

University degree.

Proven experience in fundraising, donor relations, marketing, or a related field.

Exceptional written and verbal communication skills.

Strong organisational and multitasking abilities.

Excellent writing, editing, and digital marketing skills.

Experience with donor databases (Raiser's Edge or similar an advantage).

Analytical mindset with ability to evaluate campaign and donor data.

Proven ability to manage multiple deadlines and competing priorities.

Key Competencies & Attributes

Excellent interpersonal and communication skills.

Team-oriented, collaborative approach with relationship-building strengths.

Self-motivated, proactive, and results-focused.

Highly organised with attention to detail.

Calm and confident under pressure; problem-solving mindset.

What UCD Foundation Offers

Supportive, inclusive, and collaborative team culture.

Hands-on experience across fundraising, marketing, and finance functions.

Strong focus on professional development and career growth.

Hybrid working model (typically 3 days on campus, 2 remote).

Join UCD Foundation and make an impact by helping connect generosity with opportunity — supporting students, research, and the university's mission.

- **Sector:** education

Career Level

- Experienced [Non-Managerial]