

Commercial Director

Candidate Information Booklet

About the ISPCC

The **Irish Society for the Prevention of Cruelty to Children (ISPCC)** is a national child protection charity in Ireland. It provides a range of services to children and families in Ireland and promotes children's rights.

The ISPCC is best known for its free confidential listening service, ISPCC Childline. It also provides a range of support services from its offices around Ireland. Its support line is available daily to anyone in Ireland concerned about a child.

The Board of the ISPCC Childline has recently approved a new, innovative strategy that seeks to ensure that every child in Ireland can access support where and when they need it.



Our Purpose

ISPCC is for children and young people. Our purpose is to listen, to empower them, strengthen their resilience and enable them to live their best possible lives.

Our Vision

Our vision is that every child and young person in Ireland has access to the relevant supports to afford them the opportunity to build their resilience.

Our 5 Year Goal

That every child and young person who needs to connect with the ISPCC can do so when and where they need us..

Our Impact in 2020



Role Purpose

The board of the ISPCC Childline has recently approved a new, innovative strategy that seeks to ensure that every child in Ireland can access our support where and when they need it. The ethos of our support is based on building resilience delivered along the Childline platform of branding. This is a significant ambitious programme underpinned by digital transformation and fundraising growth that will future proof our charity by ensuring we remain relevant to our key audience which are the 1.2m children and young people under the age of 18.

Critical to the achievement of this vision is strengthening our talent pool with the creation of new roles within the organisation to deliver on our ambitions of doubling our fundraised income over a 3-4 year period. The Commercial Director is one such role and is a Senior Leadership role, accountable for income generation and ensuring the income growth potential and ambition is achieved within the ISPCC Childline. The role will lead on our new Fundraising Strategy in our post Covid 19 world, be responsible for Fundraising strategy implementation and Fundraising Communications. This role will also take accountability for the service user journey and the donor stewardship programme.

The following Job Description is not intended to be a comprehensive list of all duties involved and consequently, the role may be required to perform other duties as appropriate to the post which may be assigned from time to time.

Key Responsibilities

To lead through the newly reorganised and strengthened fundraising team, the development and implementation of our 3-year Fundraising Strategy hybrid way of working and in our new location post Covid 19, that underpins the ISPCC Childline's strategic goals of accelerating sustainable income growth across a diverse range of income streams:

Fundraising Team Culture

- Develop a strong, cohesive high trust culture in the newly organised and expanded fundraising team.
- Lead and develop the fundraising team to meet their development potential, through regular performance feedback, personal development discussions and supporting their learning and personal growth ambitions to enable creating and building sustainable income growth.
- Develop performance driven culture and reporting systems, which provide the basis for achievement of our 3 year Fundraising Strategic ambitions and budget.

Income Generation

- Demonstrate ambition in establishing a range of new income streams nationally, with particular emphasis on the application of digital technology as a basis for embedding more diversity in our activities.
- Establish, test and rollout a supporter acquisition programme such as "Friend of Childline" that will increase our supporters and grow our donor base over the term of our 3-year strategy.
- Provide direction and support in the development of a Major Donor and Legacy strategy that realises the potential for each income source. This will require a close working relationship with Services and local ISPCC offices nationally to implement the strategies.

Key Responsibilities *(continued)*

Cross functional ways of working

Fundraising front & centre of the organisation to enable delivery of strategic ambitions

- Ensure a fundraising ethos is fully embedded across the whole organisation in line with our “one team” ethos, such that every single employee and volunteer understands our impact and can tell our unique story.
- Build strong cross functional relationships across the organisation, with key focus on alignment across Marketing Communications and Fundraising to meet our strategic Fundraising ambitions.
- Partnering with Digital Marketing to establish and implement digital fundraising platforms and activity, to replace, augment and deliver our fundraising growth strategy in our new post Covid 19 reality.
- Partnering with Services to establish a portfolio of large, long-term, and broad-based corporate partners that will provide sustainable income, linked to the impact that Childline has on our service user, fully aligned with our new purpose of Resilience.
- Foster in the Fundraising team a mindset that will connect each of the ISPCC Childline locations, drive awareness amongst the community of the local Childline presence so that ISPCC Childline can realise our fundraising potential identified as a key opportunity in our Fundraising Strategy.
- Through business partnering with the Communications Digital and Marketing, take overall responsibility for rollout of the new ISPCC Childline branding architecture across the entire business.
- As a Director of ISPCC Childline and sitting on the Senior Leadership Team (SLT), work closely with the CEO and remainder of the SLT to provide leadership to the organisation and feed into the development and implementation of the strategic plans of the charity.

Personal Specifications

- Commercial mindset ideally from sector or beyond with a passion of income generation and achievement of stretch performance objectives.
- Human centric leader who can illustrate a natural transformational leadership style with ambition, demonstrated through successfully leading teams towards a high performance stretch target culture, while at the same time balancing employee engagement health and wellbeing.
- Excellent leader of people focussed on building a culture of ambitions targets and creating winning teams that respond and are comfortable with owning performance goals.
- Role modelling a coaching style of leadership with the team and wider teams to enable the team and individuals feel empowered to be the best they can be.
- Highly proficient at motivating teams and winning hearts and minds of the fundraising team to create fully aligned communications and business plans.
- Evidence of a natural growth mindset, illustrating curiosity, open-mindedness in self and in others while continuously seeking self-improvement, and cultivating growth mindset into our Fundraising, sharing insights and best practice throughout their team.
- Strong emotional agility, demonstrating an ability to recognise, understand and manage emotions in oneself and others.
- A leader with gravitas, capable of building strong sustainable interpersonal relationships cross functionally and with our Board.
- Strong interpersonal skills demonstrated by effectively working within or managing teams of multi-functional employees to achieve organisational goals.
- The successful candidate will need to be able to demonstrate an ability to think differently as to how can be best mobilised through Digital, online, and remote channels.

Personal Specifications *(continued)*

- Highly strategic and innovative thinker with demonstrable experience of developing successful fundraising strategies that not only align with the organisation's overall strategy but deliver sustainable income streams.
- Embraces change with an open mind has a proven ability to coach others through change and espouses this throughout the organisation.
- Highly creative thinker with clear success in several fundraising organisations of applying this creativity to producing activities and/or Has demonstrated the ability and art of telling the charity's unique story that has resulted in gaining corporate partnerships and major donors.
- Knowledge of and experience with working on legacy campaigns that are successful.
- Strong listening skills demonstrating an ability to problem solve and innovation.
- Highly networked within the charity sector and externally, fostering and encouraging external networking, sharing insights and best practice throughout their team.

Qualifications

- Third level qualification in business, commercial or related subject area
- Further qualifications or professional development within the charity sector.
- Appropriate qualification in marketing and communications.
- A qualification in digital marketing would be a distinct advantage.
- Personal development or leadership development education.
- Evidence of continuous learning (CPD).
- Whilst not essential, an appropriate qualification in psychology or consumer behaviour field would be a distinct advantage

Experience

- Third level qualification in business, commercial or related subject area
- Further qualifications or professional development within the charity sector.
- Appropriate qualification in marketing and communications.
- A qualification in digital marketing would be a distinct advantage.
- Personal development or leadership development education.
- Evidence of continuous learning (CPD).
- Whilst not essential, an appropriate qualification in psychology or consumer behaviour field would be a distinct advantage

Ability

- People first leader who delivers through the team.
- Excellence in people leadership and management skills.
- Strong listening and coaching skills and can instil in others.#
- Critical thinker, ability to think, act and perform strategically.
- Problem-solving skills, strong ability to in assimilating critical information combining conflicting perspectives to reach conclusions and formulate adequate response even when confronted with uncertainty.
- Intimate knowledge of the fundraising environment.
- Superior organisational and planning abilities.
- Excellent time-management and personal effectiveness skills.
- Adapt to change and demonstrate flexibility in approach.
- Sound Decision-making abilities, baked up with data and evidence

Closing Date

5pm, Friday 19th November 2021

How to Apply

To apply email your CV to Roger Duffy - rduffy@sigmar.ie before 5pm on Friday 19th November or call +353 1 4744679 for a confidential conversation.