

Job Description

Key Information:

Job Title:	Christmas Shoebox Appeal Manager
Reporting To:	CEO
Employment Status:	Full Time
Salary:	€46,000 - €50,000 commensurate with experience.

Summary of Role:

The CSA Manager (CSAM) is responsible for running Team Hope's Christmas Shoebox Appeal (CSA). Reporting to the CEO this position has responsibility as project lead for the planning and execution of the Shoebox Appeal. This role is supported by the CSA Officer. As well as leading the design and implementation of the campaign the role has a special focus on ensuring an effective network of volunteer teams across the country. The role, as project lead, alongside CEO works closely with other roles in relation to CSA specifically (CSA Officer, International Projects Coordinator and Education and Digital Communications Coordinator). The CSA Manager is part of the Corporate and Major Donor Engagement team which aims to seek additional support from corporates and major donors.

Duties and Responsibilities:

Volunteers and Coordinators

- Support and manage CSA volunteer coordinators/team leads and local teams ensuring efficient communication.
- To recruit, manage and train volunteer teams in relevant locations to promote and run the annual CSA.
- Working with the CEO and CSA Officer develop a clear strategy for volunteer recruitment and retention.
- Build and develop new CSA teams in new locations across the country.
- Responsible for ensuring that volunteering associated with CSA is conducted in an organised and safe manner consistent with industry regulations, best practice and Team Hope's own policies (including health and safety, child protection, insurance cover, etc.).
- To collate and share prayer points to interested supporters as well as organising a regular time of prayer in the Team Hope office for interested supporters.
- Act as Child Protection Officer for Team Hope.

Planning and Operations

- Working closely with the CEO, lead the planning of the annual CSA campaign.
- Working closely with the CEO, lead the implementation and operations of the CSA campaign, including communication to supporters, reporting, monitoring visits and troubleshooting.
- Ensure that Team Hope's policies and procedures, as they relate to the CSA, are in line with best practice and legal or industry regulations.
- Work with the Finance manager to provide effective oversight and management of funds donated or utilised as part of the CSA.

Media and Communications

- Working with the CEO and the Education and Digital Communications Coordinator, implement a media and communications strategy for the annual CSA, including liaising with Team Hope's PR media company and/or media partners.
- Lead the creation of key campaign promotional material, including: Lead imagery, CSA leaflet and posters, website, promotional video footage, press releases etc.
- Represent and promote Team Hope and CSA at key events or through print, radio, television or social media.
- Oversee and assist in organising collection of media or promotional content as part of distribution trips, through partner reports or from volunteers in Ireland.

Partners

- Liaising with the CEO to represent Team Hope and the CSA through building effective relationships with key partners (i.e. businesses, NGO's, churches, community orgs, etc.).

Overseas and Distribution

- Work with the CEO and International Projects Coordinator (IPC) to agree allocations of shoeboxes for overseas partners.
- In support of the IPC, provide advice and assistance to overseas partners in planning and implementing safe and effective distributions.
- Plan and lead distribution teams comprising of volunteers and key partners to countries where shoeboxes are distributed.

Reports to: CEO

Relationship with Other Staff (not an exhaustive description):

The CSAM needs the support of the whole Team Hope staff team in order to fulfil their role effectively. The Digital Communications Coordinator (DCC) has responsibility for website content and all digital media and is responsible for our communications plan (including PR) – the CSAM and the DCC must work cooperatively to ensure effective digital communications and PR.

The CSAM is a member of the Corporate and Major Donor Engagement team (CMDE) and must work closely with the International Programmes Manager (IPM) to develop and execute a fully thought through donor engagement programme.

The success of CSA depends on reliable overseas partners and well planned logistics to ensure effective transport within Ireland and shipment of the shoeboxes to our partners. The International Projects Coordinator (IPC) takes care of these things and the CSAM and IPC must work closely together to maintain good relationships with our overseas partners, well planned and executed logistics along with an agreed distribution plan (where the shoebox gifts will go) for review and approval by the CEO.

This job description is intended as a summary of the primary responsibilities of and qualifications for this position. The job description is not intended as inclusive of all duties an individual in this position might be asked to perform either now or in the future. Team Hope is an Equal Opportunities Employer.

Person specification: skills, experience and qualifications

Team Hope is looking for a person with a passion for helping children alongside a proven record of working with volunteers or managing people, planning projects or campaigns and experience of communication to a variety of audiences using different media formats.

Essential

- Demonstrable identification and alignment with Team Hope's Christian ethos and development vision
- Proven experience of working with volunteers or managing people
- Proven ability to deliver performance objectives
- Proven interpersonal skills and the ability to build, empower and work with a team of people
- Proven ability to communicate with a range of audiences both in writing and through presentations or public speaking
- Ability to work in a small organisation
- Proven ability to innovate and work flexibly
- Experience of implementing policy frameworks such as health and safety, child protection or volunteering etc.

Desirable

- Prior experience of and demonstrable understanding of the Christmas Shoebox Appeal and its aims
- Experience of planning projects or campaigns
- Third level degree qualification
- Experience in financial management or basic book-keeping
- Experience of managing and recruiting volunteers
- A knowledge of international development
- Experience working or volunteering in a public facing role
- Proven and successful marketing and communication skills
- Experience of digital marketing and social media
- Experience of collecting and summarising information for reports
- Working knowledge of Salesforce cloud based software

Application details

To apply for the position of Christmas Shoebox Appeal Manager please send the following documents by email to **board@teamhope.ie**:

1. Cover letter, outlining how your experience, skills and abilities (using specific examples) meet the essential criteria for the post and as many of the desirable criteria that are applicable to. Please also provide information on your reason for applying.
2. Full CV and contact information.

Closing date for applications: Friday 28th June 2024

Notes:

Candidates must be legally entitled to work in Ireland at the time of application.

By applying for this role you are providing consent for Team Hope to use and keep information provided on this application or elsewhere as part of the recruitment process and/or personal information supplied by third parties such as referees, relating to the application or future employment. Information provided will be used to make a decision regarding suitability for this position and if successful the information will be used to form personnel records and will be retained for the duration of your employment. If you are not successful Team Hope will destroy your personal information gathered during this process