

## Fundraising & Events Coordinator



**Contract:** Part-time (20 hours/week)

**Location:** Cork-based with hybrid working permitted

**Reports to:** TBC

**Salary Level:** Coordinator / junior–mid-level – depending on experience.

### About SERVE

SERVE is an international development and volunteering organisation committed to tackling inequality and poverty through partnership, capacity building, and skills-based support. For over 20 years, SERVE has worked alongside community-based organisations and vocational training centres across Southern Africa and Asia, supporting young people to access quality technical education, dignified livelihoods, and opportunities to reach their full potential.

Our work is grounded in solidarity, empowerment, and long-term partnership. We focus on sustainable impact rather than short-term aid, and we collaborate closely with local partners who lead the change within their own communities. SERVE's programmes emphasise skills training, youth empowerment, gender inclusion, and community development, ensuring that young people can shape brighter futures for themselves and their families.

### Eligibility

This position is initially open **exclusively to SERVE Volunteer Alumni** as part of a first-round recruitment process. SERVE values the insight, lived experience, and organisational understanding developed through our volunteer programmes. If no appointable candidate is identified in this initial round, the role will then be opened to external applicants in a second phase of recruitment.

### Role Purpose

- Deliver SERVE's events and digital fundraising activities, steward supporters, and develop light-touch donor journeys that strengthen engagement and increase unrestricted income.
- A key performance area for this role is growing the number of recurring monthly donors and supporting the development of sustainable donor relationships.
- Implement activities that contribute to achieving SERVE's annual fundraising income targets across a variety of streams.
- Monitor fundraising trends, donor behaviour, and sector insights to identify opportunities for innovation and improvement.
- Ensure all fundraising work aligns with SERVE's Strategic Plan (2025–2029) and organisational values.

- This is a practical, hands-on role suited to someone who is organised, people-centred, digitally confident, and motivated by SERVE's mission.

## Key Responsibilities

### 1. Events & Community Fundraising (Primary Area)

- Coordinate SERVE participation in major events (e.g., Cork Marathon, Flip Flop Appeal, Runamuck, climbing challenges).
- Assign or coordinate a SERVE representative at events (e.g., Cork Marathon, hiking challenges, etc.)
- Manage participant onboarding, supporter packs, logistics, tracking, and volunteer coordination.
- Liaise with external Event Management companies for SERVE-approved external events, ensuring timelines and brand consistency. Potential events to be managed are the Slow Fashion Show (Autumn 2026). Ensure SERVE's comms calendar stays synced with external event management company timelines.
- Ensure an annual hiking challenge is arranged each year, including 2026. Liaise with external hiking companies to secure guide and logistics. Promote the challenge through BNI networks.
- Explore options for SERVE supporters joining Nepal/Africa hikes as fundraising trips.
- Ensure SERVE staff/volunteers are informed and engaged.
- Identify and deliver small community fundraising opportunities with positive ROI.
- Maintain accurate participant and fundraiser data (GDPR compliant).

### 2. Digital Fundraising & Platforms

- Manage SERVE fundraising pages on **iDonate, GivenGain, JustGiving, Eventmaster**, etc.
- Set up campaigns, event pages, donation links, and seasonal appeals.
- Administer **Stripe and Donorbox** for fundraising purposes, ensuring smooth processing and coordination for reconciliation.
- Creating and maintaining Stripe payment links and payment options specifically for campaigns and fundraising events.
- Manage WooCommerce (SERVE website shop) items linked to fundraising or limited-edition campaigns.

### 3. Donor Stewardship & Monthly Donor Growth

- Lead SERVE's Monthly Donor Growth Initiative, focusing on converting warm audiences into recurring donors.
- Coordinate the "SERVE Family – Monthly Giving Challenge", encouraging SERVE alumni to become monthly donors and invite at least two friends or family members to join.

- Promote a standard monthly gift (e.g., €22 per month) and clearly communicate the tangible impact of recurring contributions.
- Develop light-touch supporter journeys in collaboration with the Digital Marketing Contractor, using existing SERVE content (webinars, partner stories, impact examples, YouTube content) to reconnect supporters with their SERVE experience and motivate monthly giving.
- Build and maintain positive relationships with supporters, recurring donors, alumni, event participants, and small corporate supporters.
- Deliver timely and personalised thank-you messages, updates, and stewardship touchpoints to strengthen donor relationships.
- Use the SERVE Google Reviews Project and other warm data sources to re-engage past supporters and invite them to become monthly donors.
- Steward existing monthly donors to ensure they feel valued, appreciated, and connected to SERVE's impact.
- Support donor retention by providing consistent, simple communication throughout the year.
- Track results, conversions, and engagement levels through basic reports, ensure all recurring donor information is accurately recorded across SERVE's donation platforms.

#### **4. Sponsorship Support & Lead Follow-Up**

- Liaise with SERVE's designated BNI Representative to request sponsorship support for fundraising events, share fundraising opportunities, and collaborate on event-related asks.
- Action sponsorship leads coming through SERVE's BNI network and other channels.
- Support development of sponsorship materials for sponsors (benefit lists, event packs, proposals).
- Maintain good relationships with sponsors, providing updates and impact follow-up.

#### **5. Communications & Campaign Support**

- Liaise directly with the Development Team to gather project info for partner stories and funding updates.
- Supply the Digital Marketing Contractor with fundraising content: event details, stories, CTAs, updates, photos.
- Help develop compelling event- and donor-focused narratives reflecting SERVE's impact.
- Ensure fundraising messaging is aligned with SERVE branding and GCE values (including the Dochas Code of Conduct on Images & Messaging).
- Assist in delivering seasonal campaigns (Christmas, Easter, SERVE Family Challenge, etc.).

#### **6. Administration, Reporting & Compliance**

- Maintain simple KPI tracking for events, campaigns, donors, and monthly giving.

- Ensure CRM records are kept up to date for all donors, event participants, sponsors and fundraising campaign interactions.
- Ensure accurate and GDPR-compliant data management.
- Support CHY Tax Relief Form (CHY3/CHY4) administration.
- Prepare post-event or campaign reports with insights and recommendations.
- Keep Linktree and the SERVE website up to date with fundraising links.
- Ensure fundraising activities remain visible and easy to find across digital platforms.
- Handling event fundraising, donor, and sponsorship enquiries that come through the info@serve inbox.

## Person Specification

### Essential

- Experience in fundraising, events, community organising, sales, marketing, or a related field.
- Strong verbal and written communication skills.
- Ability to build warm, positive relationships with supporters and volunteers.
- Confident with digital platforms and online tools.
- Highly organised with attention to detail.
- Motivated by SERVE's mission and values.

### Desirable

- Familiarity with donor stewardship principles or CRM systems.
- Knowledge of Stripe, Donorbox, iDonate, GivenGain, or similar.
- Understanding of GDPR and ethical communications.
- Experience in the charity or non-profit sector.

## Key Performance Indicators (KPIs)

1. Growth in recurring monthly donors
2. Income and net ROI from events and campaigns
3. Number and satisfaction of participants/sponsors
4. Donor stewardship activities completed (thanks, follow-ups, touchpoints)
5. Accurate and timely data management and reporting.

## How to Apply

Eligibility (Phase 1): This round is open to SERVE Volunteer Alumni only. Please confirm your alumni cohort or programme year in your cover letter.

To apply for this position, please submit the following:

1. **Your CV** (max. 2 pages)

**2. A short cover letter** outlining:

- Your motivation for applying
- How your skills and experience match the key responsibilities of the role
- Any relevant experience in fundraising, events, or supporter engagement

**Email your application to:** [info@serve.ie](mailto:info@serve.ie)

Please include “*Fundraising & Events Coordinator Application – [Your Name]*” in the subject line.

**Application Deadline:**

Sunday March 29<sup>th</sup>, 2026.

**Interview Process:**

Shortlisted candidates will be invited to an interview, which may include:

- A short practical task or scenario-based exercise
- Questions about your experience, skills, and fit for the role
- An opportunity for you to learn more about SERVE and the team

**Start Date:**

As soon as possible, depending on candidate availability.

SERVE is an equal opportunities employer. We welcome applications from all suitably qualified individuals and are committed to creating an inclusive working environment.