

***Do you want to help change lives around the world?  
Join us at CBM Ireland, where no day is the same, and  
every project counts!***

## **Donor Acquisition Officer**



### **Based**

We welcome applications from those with the right to work in Ireland. The role offers the option of hybrid working.



### **Contract**

Full-time permanent contract



### **Salary range**

€37,000 to €44,000 *per annum*,  
*depending on experience*



### **Work hours**

Monday-Friday, 37.5 hours per week



### **Benefits**

- **Flexible and hybrid working** arrangements possible and flexi-time
- **25 days** per annum annual leave, increasing by 1 day every two years to a **maximum of 28**
- Option of joining **PRSA** contributory pension after 1 year

#### **CBM Ireland**

176 Ivy Exchange, Granby Place, Dublin 1, Ireland, D01 A8X6 Phone: 01 8730300  
Freephone: 1800 225 225, Email: [info@cbm.ie](mailto:info@cbm.ie) [www.cbm.ie](http://www.cbm.ie)

## Job Overview

The Donor Acquisition Officer reports to the Fundraising Manager.

We are seeking a dynamic Donor Acquisition Officer to drive growth in our supporter base. This role will support with development and execution of multi-channel acquisition strategies, identify and segment prospective donors, and create compelling campaigns that inspire giving.

You will support the Fundraising Manager in managing end-to-end acquisition campaigns, analyse performance to optimize results, and collaborate across teams to ensure alignment with organisational goals.

The ideal candidate is innovative, data-driven, and passionate about building lasting donor relationships while maintaining compliance and data integrity.

## Responsibilities and Duties

We are seeking a motivated and results-driven donor acquisition officer to join our fundraising team. This role focuses on identifying, engaging, and acquiring new donors to support our mission. The ideal candidate will have strong communication skills, a strategic mindset, and experience in donor outreach and relationship-building.

- Develop and implement acquisition strategies to grow our individual (with an emphasis on regular giving) and corporate donor base.
- Implement multi-channel donor/corporate acquisition plans, including street, digital marketing, social media, direct mail, telemarketing, and event-based outreach.
- Conduct research to identify potential donor profiles and audiences, create segmentation strategies, and tailor messaging to different demographics and giving capacities.
- Collaborate with internal and creative teams to produce persuasive campaigns that resonate with prospective donors.
- Oversee end-to-end campaign execution, including budgeting, scheduling, vendor coordination, and quality assurance.
- Track key metrics such as cost per acquisition, conversion rates, and donor lifetime value. Use data insights to refine strategies and improve ROI.
- Develop relationships with external partners, agencies, and influencers to expand reach and attract new donors.
- Develop donor journey programs within the CRM system and ensure compliance with GDPR and other data regulations.
- Work closely across internal and external teams to align messaging and effort with organisational goals.
- Stay informed about industry trends and experiment with new channels, technologies, and engagement tactics to grow the donor base.
- Be flexible and adaptive to take advantage of an evolving fundraising strategy.
- Provide broad support to the Fundraising Team and wider organisational priorities as they develop – events, community and supporter engagement.

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## Person Specification

**CBM Ireland welcomes applicants from diverse backgrounds and people with lived experience of disability.**

### Experience

- At least 3 years of demonstrable experience and successful track record within a fundraising team (acquisition of donors/corporates an advantage).
- Strong interpersonal and communication skill, both written and verbal.
- Experience working on a door-to-door acquisition campaigns an advantage.
- Proven ability to work on own initiative, manage budgets, deliver results and achieve targets.

### Skills/competencies/personal qualities

- Excellent communicator with the ability to build and maintain stakeholder relationships at all levels.
- A self-starter with ability to work independently and manage multiple projects simultaneously.
- Technical knowledge and experience in direct marketing, digital platforms and database management (Salesforce an advantage).
- Excellent organisational skills and experience of managing a varied workload.
- Passion for CBM's mission and commitment to ethical fundraising practices.

### Qualifications

- No qualifications necessary though demonstrable continued professional development in Fundraising and engagement in continued learning through networks and peer relations is required.
- Qualifications related to fundraising and areas related to the role are an advantage.

## How to apply

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**Closing date: 18<sup>th</sup> January 2026**

Please submit your CV with cover letter detailing why you would be suitable, and why you would like to work for CBM Ireland, by email to: [recruitment@cbm.ie](mailto:recruitment@cbm.ie)

We also welcome informal enquiries, which should also be sent to the above email address and we would be willing to meet suitably qualified candidates to discuss the role in more depth.

**More information about CBM Ireland** can be found by visiting the CBM Ireland website [www.cbm.ie](http://www.cbm.ie) Further information about CBM Global can be found at: [www.cbm-global.org](http://www.cbm-global.org)

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## Useful Information

CBM Ireland is a Christian organisation, being a member of a particular faith is not a requirement of this role - we encourage applications from all faiths and none. Respect for others' faiths, however, including how they practice and giving them the space to do so, is essential. CBM Ireland is an equal opportunities employer. All applicants should have the legal right to live and work in Ireland before applying for this position.

At CBM Ireland, safeguarding is our top priority. We are fully committed to creating a safe and respectful environment for everyone, especially the most vulnerable. Inclusiveness is at the heart of everything we do, ensuring that people with disabilities are not only included but empowered to thrive. Our mission is to build a world where everyone is valued, protected, and has equal opportunities.

If you want to find out more about our accountability, please click on the following link: [Compliance — CBM Ireland](#)

**Ready to dive into the incredible work happening at CBM Ireland?**

**Find out more by clicking the following link: [CBM Ireland](#)**

**Our Vision:** an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

**Our Mission:** fighting to end the cycle of poverty and disability.

**Our Values:**

- We champion **inclusion**
- We strive for **justice**
- We pursue **excellence**
- We embrace **partnership**
- We live with **integrity**



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