



Care After Prison (CAP)
56 Aungier Street
Dublin 2

Phone: 01-472 0973
Email: info@careafterprison.ie
Web: www.careafterprison.ie

Information Pack Fundraising and Marketing Assistant

1. Organisation overview

Care After Prison is a peer-led charity supporting people affected by imprisonment (current and past offenders, their families and their victims). It does so through the provision of an information, support and referral service. Established in 2011, the organisation has gone from strength to strength. The organisation has offices in Dublin 2 and Portlaoise.

2. Internship description

Position:	Fundraising and Marketing Assistant
Working hours:	Minimum of 16 hours per week
Working days:	Actual days to be agreed with successful candidate.
Location:	Dublin 2
Reporting Relationship:	Head of Operations
Host organisation:	Care After Prison Ltd (CHY 20419)

Note: This role description is a guide to the general range of duties and responsibilities attached to the role. Therefore it is neither definitive nor restrictive and will be subject to periodic review and revision at the discretion of Care After Prison or person nominated by the organisation.

Reporting structure regarding the role

The fundraising and marketing assistant reports directly to the Head of Operations and is an active part of the wider CAP team.

Overview of the role

This is a part-time position working on fundraising and marketing specific projects. The role involves working in a number of areas of the organization such as community fundraising, corporate fundraising, donor acquisition, event organization, digital marketing of the organization (including social media, website and newsletter), offline marketing and assisting in HR and accounts when necessary.

Main purpose of role

The purpose of this role is to assist in fundraising and marketing of a charity that supports people affected by imprisonment.

The main areas of responsibility are:

1. Fundraising

- To raise money and awareness of Care After Prison
- To organise and co-ordinate community fundraising events such as bucket collections
- Research relevant trusts and funds
- Assist with funding applications
- Create and design innovative campaigns and events
- Research and join organised events such as Run a Muck and the Women's Mini Marathon
- Recruit and co-ordinate volunteers for fundraising events
- To keep accurate records of all fundraising events

2. Marketing

- To monitor and update social media pages, website and quarterly newsletter
- Create and design web content and campaigns
- Monitor and update Google Adwords
- Use tools such as Wordpress Statistics, Google Business Pages and Facebook insights to reflect on the performance of each
- Keep accurate records of all marketing activities
- Help in developing and updating a Marketing strategy for the organisation

3. Other duties

- Answering phones and email and passing on messages to the relevant people
- Keep accurate records of all calls made
- To assist with HR and Accounts when needed
- Assist other managers when required

4. CAP team member duties:

- Keep excellent written records on all aspects of activity on site and provide information to Director of Services, the wider team, Board of Directors and outside agencies as requested
- Represent Care After Prison well, its ethos, values and culture, in all dealings with people inside and outside the organisation
- To promote a friendly, non-judgemental, anti discriminatory attitude in every aspect of the work, towards clients, colleagues, Board members, members of the public and other agencies.
- Create a culture where a new beginning is held in high regard and seen as realistic and achievable, even if a lot of change needs to happen in the meantime.
- To assist in other aspects of the work of Care After Prison as the need arises and to carry out any other reasonable duty as may be assigned that is consistent with the nature of the job and its level of responsibility.



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Desirable skills and qualities

- Must be flexible, adaptable and work on own initiative
- Excellent oral, aural and written communication
- Fluent in written and spoken English
- The person must be very organized
- A team player
- Have a “can do” positive attitude
- Have a strong belief in and passion for the organization
- Must be non-judgmental and empathetic

Relevant training will be given and there may be opportunities to attend external training.

Additional Information:

Applications are welcome from people with lived experience of prison.

Garda vetting: As our work involves contact with vulnerable adults, candidates under consideration for an internship with Care After Prison will be subject to Garda vetting.

References: The successful candidate will undergo 2 reference checks before commencing their internship with Care After Prison.

Closing date: Please send your cover letter and application form to info@careafterprison.ie. Closing date for applications is **5pm, Friday 17 February 2017**.