



### **Director of Fundraising and Marketing**

When there is an outbreak of war or violence, women suffer most – they experience trauma, sexual violence and the death of loved ones. After the conflict is over, the world’s attention moves on, but these same women are left to rebuild their families and communities. Women for Women International supports women who live in some of the world’s most dangerous places. Women enroll on our year-long training programme, where they learn how to earn and save money, improve their family’s health and make their voices heard at home and in their community. Since 1993, we’ve helped more than 479,000 women survivors of war in Afghanistan, Bosnia and Herzegovina, Democratic Republic of Congo, Kosovo, Iraq, Nigeria, Rwanda and South Sudan. With over 40 brutal armed conflicts across the globe, there’s never been a greater need for the work of Women for Women International to support women survivors of war.

Women for Women International – UK (WfWI-UK) was established in 2006. Due to the successful delivery of our strategic plan including a step change in income and setting up Women for Women International-DE, we are embarking on the next stage of growth. As part of a global organisation we are determined to provide more women survivors of war with the tools they need to move from victim, to survivor, to active citizen, wherever they are and whenever they need us.

Our current annual income at WfWI-UK is £5m, with £2m of that being from a wide range of public supporters and donors including regular givers who ‘Sponsor a Sister’ through our programme, community fundraisers who run marathons, set up student groups, and join our sisterhood, and individual donors at all levels including major donors. A key income generating activity is Cause-Related Marketing partnerships, and our Special Events programme where we continue to develop and execute innovative event concepts that exceed the expectations of participants and buck sector trends for Return on Investment. An important part of our fundraising success has been due to our marketing and communications strategy including the development and execution of the #SheInspiresMe campaign which has generated a wealth of income and awareness raising opportunities, and our latest International Women’s Day campaign, Message to My Sister. As part of our strategy for the next stage of our development we are seeking a Director of Fundraising and Marketing to lead the team in the busy and dynamic London office. The role will lead on delivering these key areas in our Business Plan, taking personal responsibility for the development of our Major Donor programme, and act as Line Manager to 2 successful function leads – Corporate and Community Fundraising and Special Events – to inspire and support them to take their areas to the next level.

This role and the team that you will lead has responsibility for our Individual Giving activity, Database, Supporter Care, Corporate partnerships (non-Grant), Community Fundraising, Events, and Major Donors. The main focus of your income target is Unrestricted, but you will work closely with the Director of Programme Funding and Partnerships to make sure that we meet our income targets from all sources and maximise all opportunities and equally importantly develop new ones.

The role will suit someone who is an experienced senior fundraising and marketing professional and an inspiring and motivating manager and leader. You will have a broad range of experience across multiple fundraising streams and be an expert in at least 3 of the areas that you will be leading – 1) Major Donors, 2) Events and one other. You will be creative, entrepreneurial and excellent at identifying, creating and delivering on opportunities. You will be a first-class multi-tasker and project manager, with exceptional organisational skills. You will be an excellent communicator, comfortable in all media and have experience of making presentations and pitches to secure partnerships. Your relationship building will be second to none, instilling confidence in those around you to deliver objectives. Previous experience in working in a marketing/fundraising environment in the charity/ not-for-profit sector is desirable but not essential, an ability to communicate your passion and inspire others is a must.

*WfWI-UK is an equal opportunities employer and we positively welcome applications from all suitably qualified persons regardless of their religious beliefs or political opinions, sex, marital or family status, ethnicity, sexual orientation, age or disability status. All candidates must have the right to work in the UK.*

*Women for Women International UK is a registered charity (charity number: 1115109) and a company limited by guarantee (company no: 05650155), registered in England and Wales.*

Our registered office is at 32-36 Loman Street, London, SE1 0EH.

<b>Reports to:</b>	Managing Director
<b>Direct Reports:</b>	Associate Director of Corporate and Community Fundraising, Special Events Manager,
<b>Proposed Start Date:</b>	ASAP
<b>Location:</b>	32-36 Loman Street, London, SE1 0EH
<b>Interviews:</b>	TBC
<b>Working Pattern:</b>	Full time
<b>Salary Level:</b>	£65,000

**Deadline For Applications:** 5pm 12<sup>th</sup> March 2019

To apply, please email your CV and covering letter explaining how you fit the person specification to [ukrecruitment@womenforwomen.org](mailto:ukrecruitment@womenforwomen.org)

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*The Director of Fundraising and Marketing would be expected to work within the framework of WfWI's core values.*

### **Job Description**

You will lead all our public fundraising and marketing activity. You and your team will set and deliver ambitious targets in key income streams including Individual Giving, Corporate Fundraising (non-Grant), Community Fundraising, Major Donors and Special Events. You will work with your team to develop the strategy for these areas and ensure that our three-year targets are met within budget. As well as responsibility for strategy you will also play a tactical role in the execution of the plans. You will be personally responsible for our Major Donor strategy and operations and our high-profile Events

and be a supportive leader and line manager to your team. You will have strong positive working relationships with WfWI colleagues globally to ensure that campaigns and opportunities are maximised for the benefit of the whole Organisation.

### **Fundraising and Marketing: 70% of time**

- **Strategy and Management:** Lead your team to develop their annual strategies, plans and targets and KPIs and ensure they are met within agreed expenditure budgets.
- **Take responsibility for the leadership and delivery of the Major Donor strategy at WfWI-UK:** Develop and execute a new Major Donor programme at WfWI-UK that puts our donors and the women we serve at its heart, maximises opportunities for growth globally as well as in territories of responsibility. Steward our current portfolio of donors and build a pipeline of new donors to ensure this area is reinvigorated and managed to deliver the best results for WfWI. (It is estimated this will be 40% of your time)
- **New Business:** Identify and deliver new partnerships, relationships and activities to support the acquisition of new supporters and donors particularly with Corporate, Media, and Community Organisations. Develop appropriate plans to maximise long term benefits against our strategic aims and objectives.
- **Represent the organisation externally** in your areas of expertise and to advance the objectives of your team and operational objectives.
- **Increase the proportion of overall Unrestricted Income:** From its current position of 33%, set and agree an ambitious but achievable 3-year target for Unrestricted Income to further cement the sustainability of WfWI-UK as a key part of the WfWI family.
- **Cross Organisational Working:** Work closely with colleagues across the UK and across WfWI globally to identify and maximise all opportunities to secure new supporters, donors, and partnerships and grow a database of marketable contacts.
- **Stewardship of resources:** Ensure that all activity across your teams is as efficient and effective as it can be; that we are spending money wisely and in the knowledge that our supporters choose to give us this donation and trust us to spend it to best effect for the biggest return for the women we serve
- **External knowledge and competitor benchmarking:** Ensure that you are up to date and well informed on sector developments and competitor activity to inform our strategies and ensure our activities are cutting edge and innovative, as well as being sector best practice and within the specific legal framework of the territory of operation.
- Ensure you and your team are using the Database to best effect to maximise all activities

### **Supporting and leading a team: 20%**

- Provide inspiring leadership to the team with regular and individualistic support, setting agreed objectives and supporting their delivery.
- Line manage the team in accordance with Women for Women International (UK) HR Policies and Procedures including regular supervision, review and annual appraisal
- As part of the WfWI Executive Team, work closely and in partnership with other members of the Executive to ensure the delivery of the UK Business Plan and Strategy and role model our values and agreed ways of working.

**Evaluation, Reporting and Strategic Planning: 10% of time**

- Lead the team to produce annual and 3 year plans and budgets in order to meet our long-term UK and Global business objectives as applicable
- On a monthly basis report to your line manager and other members of the Executive and Board against objectives, regularly evaluate fundraising and marketing methods and campaigns in order to inform and develop the strategy and inform ongoing investment of resources
- Work closely with the Director of Programme Funding and Partnerships to ensure that no opportunity for income or advancement is not maximized or followed up.
- Ensure close collaboration with the Finance team around expected income and expenditure and reforecasting

**Other**

- Undertake any other duties appropriate to the post as may be required

**Person Specification**

<b>Experience</b>	<b>Required</b>
Educated to Degree Level or equivalent	Essential
Significant knowledge and experience of the fundraising sector and a proven track record of meeting targets and objectives at a senior level in at least three relevant disciplines. Major Donors, Events and one other (e.g. Individual Giving, Digital Fundraising, Corporate partnerships, Community Fundraising)	Essential
Proven track record of using a range of marketing and fundraising techniques to recruit new donors, supporters, and partnerships to meet challenging targets with minimal resources.	Essential

Experience of successfully leading, motivating and growing leaders who know more than you do about what they do - Experience of leading, developing and achieving results in areas that are not your direct areas of expertise	Essential
Experience of leading, motivating and supporting a multidisciplinary team of ambitious, passionate individuals to deliver against targets and objectives	Essential
Experience of identifying opportunities and turning them into tangible results – ideally against income targets. Experience of networking, new business development and external representation at a high level to achieve significant results	Essential
Experience of building and maintaining first-class relationships. Know how to make an immediate positive first impression, read a room, listen to cues and adapt your style to fit a diverse range of audiences to achieve results. Know how to develop relationships to deliver results and a Win-Win for all parties.	Essential
Experience of initiating creative activities and developing products/tools to generate new sources of income	Essential
Experience in identifying, pitching and securing partnerships with brands including corporate and media organisations and with grassroots memberships organisations	Essential
Experience of working in a global organisation, or successful relationship building with colleagues in different locations, cultures, languages and with different working practices, with competing objectives.	Essential
Experience of managing multiple, complex projects to secure targets	Essential
Working with fundraising database or CRM equivalent, Computer literate	Essential