



JOB DESCRIPTION – Director of Fundraising & Communications

Job Title: Director of Fundraising & Communications

Job Location: UK remote, with the ability to travel to the southeast at least once per month.

Salary: £55,000 to £60,000 pa (dependant on experience).

Reports to: CEO

Department: Fundraising & Communications

Responsible for: Communications Officer, Fundraising Officer

Summary

Vision Action is a UK-based International NGO, whose vision is “No one lives in poverty because of poor eyesight; no one lives with poor eyesight because of poverty”. The Director of Fundraising and Communications will be responsible for developing and implementing the Fundraising Strategy for Vision Action (including the associated Communications Strategy). Reporting to the CEO, the Director of Fundraising and Communications will be responsible for achieving the organisation’s fundraising goals and communicating with supporters, stakeholders and partners in the UK and internationally. This includes the continuing development of existing and fledgling key relationships and contacts within Vision Action’s UK-based and international networks and ensuring a strong pipeline of restricted funding opportunities.

Key areas of responsibility

Fundraising

- Review and deliver the Vision Action fundraising strategy. Work with the Senior Management Team to set annual budget and fundraising targets and monitor income and expenditure to ensure funding targets are being met.
- Grow the corporate fundraising portfolio and support the Fundraising Officer to continue the development and stewardship of key corporate relationships.
- Develop a major donor programme and work to recruit HNWI’s to support the work of the charity.
- Work with the Vision Action Fundraising and Investment Committee to leverage key fundraising relationships and ensure the fundraising strategy remains relevant and dynamic.
- Lead fundraising and income generation for key projects including appeals and events and develop effective and appropriate fundraising products.
- Implement and oversee Legacy Marketing and lead on the generation and management of legacy pledgers.
- Manage, develop and grow a pipeline of Trusts and Foundations, including bid writing, stewardship and retention of known partnership Trusts.
- Manage the pipeline of institutional funding opportunities and support the development of funding proposals.

- Work with Country Directors to develop income generation plans and set goals for in-country fundraising.
- Manage and develop the Vision Action membership and regular donor strategy, including opportunities to mobilise members for income generation.

Communications

- Develop and monitor the Vision Action communications strategy including the development of effective and appropriate key messages about the work of Vision Action to increase engagement and support.
- Manage online content, including the Vision Action website (content and analytics for Google AdWords) and social media engagement.
- Plan, agree and implement the annual communications plan, adhering to budgets and deadlines.
- Monitor and evaluate outcomes of the communications plan and its return on investment, developing this in response to changing circumstances.
- With the CEO, responsible for developing and leading the organisations' public relations, communications and media work, working with the Communications Officer to deliver this.
- Act as an advocate and spokesperson for Vision Action at presentations, events and meetings. Make presentations about the organisation and its activities at conferences, seminars etc.
- With the CEO, act as a spokesperson with the media. Develop and manage a media emergency response strategy including the production of pre-prepared media statements and briefings to all staff, trustees and volunteers as appropriate.

Management and leadership

- Be an active member of the Senior Management Team Act, feeding into annual business plans and budgets, preparing board reports and attending quarterly board meetings.
- Sit on the Vision Action Fundraising and Investment Sub-Committee of the Board of Trustees, meeting (remotely) 4 times a year ahead of board meetings.
- Plan the annual general meeting with an aim to increase engagement of members.
- Carry out supervisory responsibilities in accordance with Vision Action policies and applicable laws.
- Line management of the fundraising and communications team, including setting annual targets and work plans, regular 1-1s and team meetings, and bi-annual performance reviews.

Person Specification

This person specification sets out the essential experience and abilities needed by the successful candidate for this post. Please respond to these when completing your application as they will be considered at both the shortlisting and interviewing stages.

Knowledge, Skills and Experience

Essential

- At least 5 years fundraising leadership experience at a senior level in an International Development Non-Governmental Organisation (NGO).
- A strategic thinker - Proven ability to think ahead, set clear direction and formulate realistic strategic objectives.
- Experience of data analysis, IT and research to maximise ROI and fundraising growth.

- A demonstrable understanding of strategic communications, marketing and how to raise an organisation's profile and income through a variety of channels.
- Extensive experience of business development and demonstrable success in growing income through a diverse range of fundraising activities (ideally including experience of Corporate and/or Major Donor Fund-raising), personally securing 6 figure sum gifts.
- A good understanding of institutional donor processes and compliance, with a demonstrable track record of securing funding from institutional donors (UKAID, USAID, EU etc)
- Experience of managing and developing a team to achieve excellence and meet targets.
- Experience of influencing a wide range of internal and external stakeholders
- Experience developing innovative and targeted fundraising campaigns and events, including experience and understanding of digital/social media/marketing.
- Proven experience in successful community fundraising, membership and/or individual giving
- Experience using a CRM system/sales database (ideally Donorfy)

Desirable

- Understanding of global public health and/or education programmes
- Understanding of vision impairment issues
- Educated to degree level.

Personal Attributes and Qualities

- Able to work autonomously to take forward and shape areas of work of key strategic significance.
- A role model to the wider staff and volunteer team, reflecting professional, value-based leadership.
- Ability to mentor and guide other members of the fundraising team.
- A creative and entrepreneurial approach, and willingness to innovate and take measured risks.
- Excellent organisational, interpersonal and communication skills; both written and verbal
- Demonstrates gravitas and credibility in order to represent the organisation and build confidence internally and externally.
- An empathy with and an understanding of international development issues, with an ability to deal sensitively and authentically with clients, staff and volunteers.
- Brings energy, enthusiasm and drive which inspires others to achieve Vision Action vision, mission and strategic objectives.
- Able to work flexibly, including occasional evenings and weekends.
- Team player - Happy working in a small team and engaging with all departments of the charity.
- Understands the wider charity sector and fundraising landscape.
- Good diplomatic skills & cross-cultural sensitivity
- Good oral and written communication skills in English, including report writing.
- Confident when representing the organisation to a variety of external audiences.

To apply

Candidates can apply by submitting a (maximum) two-page cover letter stating why they are interested in this position, what they would bring to the role and how they fit the person's specification.

This should be submitted with a CV to recruitment@visionaction.org.uk by midnight (GMT) **Monday 29th January 2024**, with 'Fundraising Manager' in the subject line. Applicants must be available for interview over the following two weeks.

We encourage applicants from diverse backgrounds. Applicants must have the legal right to work in the UK. We regret we are unable to offer sponsorship at the current time.

Due to the high volume of applicants, only those selected for interview will be contacted.

Closing date for applications midnight 29th January 2024

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