

## JOB DESCRIPTION

Job Title	Head of Public Engagement
Grade	PO6
Department	Fundraising & Communications
Reports to	Director of Fundraising & Communications
Job Location	London office, Greenwich (working remotely as dictated by the coronavirus pandemic)
Duration	Permanent
Working Hours	Full time (equivalent of 37.5hrs per week)
Salary Band	£47,966-£50,981

## JOB PURPOSE

For almost 40 years, across nearly 50 countries, we have led the global fight against hunger. We save the lives of children and their families. We are there for them before and after disaster strikes. We enable people to provide for themselves, see their children grow up strong, and build prosperous communities.

Over the last 20 years in the UK we have significantly grown as an organisation – and particularly over the last 5 year strategic period we have established a strong platform for the growth of our public engagement fundraising.

For example, we rebranded in 2016, we became members of the Disaster's Emergency Committee in 2018, and we launched a new website optimised for a public audience in 2020.

Using the platform of our increasing profile, a priority objective of our strategy for the next 5 years is to establish a significant long-term sustainable income stream.

Leading the team tasked with engaging our public audiences in fundraising this role is key to meeting that objective.

It is responsible for ensuring the continued growth of our individual giving programme, transforming the way we manage the fundraising products for our 'community' audiences, and our aspiring database and supporter care function.

This role is suited to someone dedicated to finding intelligent and innovative solutions to the challenges our sector currently faces and building an inspired and engaged supporter base.



## KEY DUTIES AND RESPONSIBILITIES

Lead on the development and implementation of a strategic plan that sustainably drives the long-term growth of our public engagement fundraising portfolio.

Support the development of organisational and departmental strategic direction and plans, ensuring a culture that supports public engagement, as well as organisational, objectives.

Lead the public engagement team to deliver excellent supporter journeys that maximise life-time value and increase engagement.

Ensuring all communications are authentic, engaging and effective, and respond to audience demographics, behaviours and motivations.

Produce and manage team annual budgets and reforecasts. Lead on providing regular and quality financial, KPI, and commentary reports to organisational requirements.

Lead the team to ensure targets are met, objectives are commensurate to resource, and activities are delivered on time to organisational quality expectations.

Regularly review and analyse performance, sector trends and the marketplace, identifying insight and learning that informs strategic direction and leads to measurable improvement.

Drive creation and implementation of new activities, products and technological developments to improve effectiveness and sustainability of fundraising portfolio.

Lead, manage and maintain an open, valued and positive team that is driven to increase its effectiveness. Ensure talented staff are developed, invested in, and retained, and that they are motivated to significantly contribute to organisational growth.

Play a leadership role across the organisation and as part of the Fundraising & Communications Department Leadership Team, working to create and maintain a positive, collaborative and effective department.

Represent the UK in Action Against Hunger cross-network initiatives as required, identifying opportunities that maximise effectiveness within the UK and support global growth.

Develop sector networks to forge beneficial relationships, keeping fully abreast of trends and developments informing the development of sector leading activities.

Ensure the team is up to date and compliant with sector legislation and best practice (i.e. the Fundraising Regulator, GDPR, etc).



## DIMENSIONS

Line-Management. Currently the Individual Giving Manager, Digital Fundraising Manager, Fundraising Project Manager and Database & Supporter Experience Manager.

Budget Management. 2021 annual budget = ~£500k income, ~£700k expenditure (includes team costs).

A willingness to work flexibly, from other sites, and attend events outside of 9am-5pm hours/weekends is occasionally required.

The post holder will be expected to adhere to the terms of the Action Against Hunger International Code of Conduct and associated policies, as a condition of their employment. All employees have particular responsibility for understanding and following protocols in relation to safeguarding (children and vulnerable adults), and protection from sexual exploitation and abuse (PSEA). Those in management positions are also responsible for ensuring that staff, volunteers, consultants and other key stakeholders are made aware of and supported in implementing these measures.

You may be expected to undertake other duties that are commensurate with this role/grade.

## DECISIONS AND JUDGEMENT

The job involves working within the overall policy of the organisation.

The work involves using very wide discretion and initiative over a broad area of activity.

Responsible for decision-making, budgeting, strategy creation and implementation as approved by Director of Fundraising & Communications.

Decisions concerning the effectiveness of the Public Fundraising operations including stopping and starting activities and those relating to the product portfolio/channel mix to maximise income.

Recruitment and management decisions related to the team. Performance management of the teams to the necessary and appropriate level.

Within Action Against Hunger's procurement guidelines, negotiate terms with suppliers and partners.

Ensuring all Public Engagement fundraising activities are compliant with relevant legal and best practice guidance.



## PERSON SPECIFICATION

### Qualifications / education required

#### Essential

- None

#### Desirable

- Educated to a degree level or equivalent experience gained

### Experience required

#### Essential

- Demonstrable interest and/or experience in international development.
- Proven experience in strategic planning, budgeting, benchmarking and monitoring performance across multiple channels, products and audiences, to include management of six figure income streams.
- Significant demonstrable experience in developing new products, events or services from supporter insight.
- Experience of playing a leading role in the development of a creative propositions that maximise return on investment whilst supporting the aims of the charity brand.
- Substantial fundraising experience in public engagement fundraising.
- Proven experience of leading marketing campaigns across a range of channels including print, field, telemarketing and digital.
- Proven track record in growing income and exceeding targets.
- Proven experience of developing underperforming income streams.
- Experience in effectively leading and managing high performing teams.
- Proven strategic leadership skills that develop, empower and motivate teams to achieve objectives and deliver quality outputs.
- A proven understanding of how data can best be used to support activities across Fundraising and experience of using supporter databases to drive supporter value.
- Highly numerate – able to interpret and analyse complex data sets.
- IT literate with good experience of MS Office and other relevant IT systems as appropriate for the role, and advanced skills in MS Excel.
- Working with a database, preferably Raiser's Edge
- A demonstrable personal and professional commitment to uphold the principles and practices in relation to equality, diversity and inclusion



## Desirable

- Experience of working for an international NGO.
- Experience of collaborating and implementing international fundraising and communication projects in collaboration with international colleagues.
- Experience of managing large scale appeals.
- Significant experience of developing, implementing and evaluating public fundraising strategies, plans and activities for challenge events, community fundraising and individual giving.
- Proven experience of increasing supporter life-time value through supporter journey creation, review and development.
- Significant experience of recruiting large numbers of new financial supporters.

## Competencies required

Ability to think strategically and make sound business decisions while balancing competing priorities.

Ability to evaluate decisions in the short, medium and long term.

Ability to identify key business opportunities and challenges and use these to guide innovation and manage change.

Strong financial management and risk management skills.

Excellent problem solving skills and ability to provide practical solutions.

Excellent leadership skills; to be highly articulate and credible at the most senior levels internally and outside the organisation.

Excellent management skills with the ability to set challenging objectives, recognise success, support and trust team members in all areas of work.

Sets clear, meaningful, challenging, and attainable personal goals that are aligned with those of the organisation.

Excellent negotiating and influencing skills to maximise support from donors and key stakeholders.

Performance driven with the ability to analyse and monitor figures and activities and focus on reaching individual and team targets.

Demonstration of an international outlook and comfortable working across different cultures and levels of society.

Flexible and adaptable to changing needs and responsibilities.

Responds positively to change or set-backs with increased efforts and encourages others to do so.

Displays a positive attitude about the work to be done, supporters, co-workers, and employer policies.

Committed to Action Against Hunger's vision, mission, values and Charter of Principles.



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Agreed	Matthew White, Director of Fundraising & Communications
Date	March 2021
Authorised	Maria Eaton, Director of Human Resources
Reviewed on	March 2021