

Appointment of

Director of Fundraising & Communications



In partnership with





About CARE International

CARE International is a leading humanitarian organisation fighting global poverty, operating in over 100 countries.

Founded in 1945, when CARE delivered CARE packages to people recovering from the Second World War. Today we work around the globe to save lives, defeat poverty and achieve social justice.


We place special focus on women and girls, because women's rights are human rights, and we know that we cannot overcome poverty until all people have equal rights and opportunities.

Our Vision

We seek a world of hope, inclusion, and social justice, where poverty has been overcome and all people live in dignity and security.

Our Mission

We work around the globe to save lives, defeat poverty, and achieve social justice.



CARE is non-religious and non-political, allowing us to deliver humanitarian and development assistance to anyone in need regardless of race, gender, ethnicity, age, religion, political view or sexual orientation.



About CARE International UK

CARE International UK (CIUK) was founded in 1985 and we are one of 18 full members of the global CARE International confederation. We employ 100 staff and will generate over £40 million this year for CARE's poverty-fighting work of the confederation through programme support and expertise, fundraising, and global policy and advocacy work.

In the year ending June 2022, CIUK's impact reached 1,281,615 people (61% women and girls) across 38 countries through 75 programmes through which we can track our contribution to the UN's Sustainable Development Goals (SDGs).

As well as supporting CARE's [humanitarian and development](#) work around the world, CIUK provides specific expertise in the areas of [women's economic empowerment](#), [inclusive governance](#), [crisis response](#) (particularly [shelter](#), and [supporting women](#) at the frontline of conflict), and [engaging with business partners](#). We also play a key role in CARE's work engaging with and influencing [policy-makers and decision-makers](#) to tackle the structural causes of poverty and social injustice.

You can find out more about our current strategy [here](#).



Director of Fundraising and Communications

Salary: £83,000–£95,000 commensurate with experience

Contract: Permanent

Hours: Full-time

Location: Vauxhall, London with some hybrid working

Directorate: Fundraising & Communications

Accountable to: Chief Executive Officer

Line management: Head of Business with Care, Head of Lend with Care, Head of Individual Giving, Head of Communications

Budgetary responsibility: £10M voluntary income

As we embark on the delivery of a new organisational strategy launching in November and an exciting period of growth and change with a new Chief Executive, CARE International UK (CIUK) is looking for an experienced leader for our Fundraising and Communications Directorate.

As Director, you will be responsible for leading, managing and inspiring an integrated fundraising and communications department to meet its targets, grow income and build a unified profile of impact and influence for CIUK. Your experience, passion and skills in driving for compelling communications and voluntary income growth will make you an ideal candidate for this role. You will represent our organisation externally, promoting the value and impact of our work and developing productive relationships and partnerships with external stakeholders to secure greater, sustainable commitments.

You will be a core member of the Senior Leadership Team (SLT) alongside the CEO, and the Directors of Finance, People, Programmes and Policy. You will also work closely with senior colleagues across CIUK, the CARE Confederation and important external funders and stakeholders to support them in achieving our strategic objectives.

If you are an experienced, proactive fundraising and communications leader with a proven track record of success, and you share our passion for putting women and girls in the driving seat, and defeating poverty and social injustice, we would love to hear from you!



Key Responsibilities

Strategic Leadership, Management and cross-organisational work

- Provide senior leadership to the voluntary fundraising and communications disciplines across CIUK.
- Provide strategic leadership to position CIUK with a clear coherent purpose and profile externally, setting the foundations for growth, impact, and influence in the UK.
- Develop and lead the implementation of fundraising and communications strategies that deliver the organisation's strategy.
- With Heads of team translate our fundraising and communications strategies and targets into operating plans and budgets with appropriate KPIs to measure performance.
- Take full responsibility and accountability for the directorate's income and communications targets, working with heads of teams to deliver plans, adjust to results and learning with decisive action, and reallocate resources as necessary in a rigorous, evidence-based way.
- Line manage four Heads of Team, ensuring they have appropriate support and challenge to develop as managers and leaders and to deliver individually and collectively on their function's goals.
- Inspire, build and develop a vibrant Fundraising and Communications Department culture with positive, robust ways of working
- Embrace and lead the department around the organisation's feminist leadership principles, anti-racist practice whilst supporting the implementation of our EDI and wellbeing plans.
- Establish strong, collaborative working relationships with other CARE UK directorates, including Programmes and Policy, Finance, and People, as well as colleagues across the confederation.
- Build strong relationships with senior peers across the international development and charity sectors in the UK, especially those in the DEC and beyond.
- Bring insight and anticipate trends and shifts in the external environment into fundraising, corporate partners and communications that present both opportunities and risks for the mission of CIUK.

Technical Expertise

- Work with the Head of Communications to support the building of a comprehensive communications function with appropriate capacity and plans to meet the demands of CARE's new strategy and income growth ambitions.
- Develop the organisation's culture to be communications savvy and audience focussed. Lead the effective use of digital channels and engagement across all relevant organisation goals.
- Work with the Head of Individual Giving to grow our base of support and humanitarian income including comprehensive acquisition, retention, and development strategies.
- Work with the Head of Lend with care to support the development and integration of the Lend with Care product and programmes, increasing ROI and income.
- Work with the Head of Business with Care team to maintain and grow our strategic funding partnerships, aligned to our ethical funding policies.

Key Responsibilities Ctd.

Technical Expertise Ctd.

- Oversee the building and integration of a best practice legacy programme.
- Oversee the innovation and development of robust income streams across less developed areas including major donors, trusts and foundations.

Finance, Management and Governance

- Rigorously oversee the planning, forecasting and reporting of voluntary income. Working with the CEO, Finance Director and Director for Programmes & Policy to produce organisational budgets and monitor results against plans.
- Present well-grounded and comprehensive reports to the Chief Executive, the Board and its Finance and Audit Committee on the department's progress against income targets to inform their guidance and governance duties to CARE UK.
- Responsible for approximately 40 staff and a Fundraising and Communications income budget of £10m (restricted and unrestricted combined), with ambitions to grow this in the strategy period.
- Ensuring sound and efficient use of resources and adherence to governance procedures of CIUK, including engagement with the Board of Trustees and the Finance and Audit Committee of the Board.
- Managing unrestricted income and expenditure across the organisation, advising on the best areas of investment which align with CARE's longer-term strategic direction.

Qualities and Skills

We are seeking an ambitious and experienced Director who possesses a proven track record of leading an integrated voluntary fundraising and communications function. Your knowledge and skills across communications disciplines and at least three or more voluntary funding streams including individuals, companies, trusts, foundations, legacies, and major donors will make you the ideal candidate for this role. Yes, we are asking for a lot!

You will be a proactive self-starter, with a passion and keen interest in enabling women and girls to fulfil their potential. You will be ready to be a focussed, creative and collaborative leader of four teams at a time of strategic change, playing a key role in shaping and driving that change.

Person Specification

- Proven experience of positioning an organisation with a united identity across multiple channels and audiences in the competitive UK voluntary fundraising market.
- Multidisciplinary understanding of the major fundraising and supporter engagement streams including, digital and direct marketing, corporate and trust fundraising, legacies, and major gifts.
- Strong capacity in leading communications teams and an understanding of campaigning, PR and media management.
- Excellent track record of financial planning, budgeting, and data analysis.
- Current understanding of the digital marketing and fundraising environment.
- Able to clearly communicate the financial KPIS of Fundraising and Communications to staff and Board members.
- A collaborative, compassionate, empathetic 'people person' and team player. Strong values around healthy organisational culture, inclusion, and diversity.
- An effective verbal and written communicator able to listen, work as a team, compromise, problem solve, influence and persuade.
- An agile, dynamic mindset able to spot opportunities for better ways of working.
- Experience of being part of an organisation's corporate leadership team.
- Conversant with current charity act regulations, fundraising regulations, GDPR and charitable sector issues relevant to the post.
- An understanding of – and preferably experience of – the international development sector.

Person Specification - Desirable

- Experience of organisational change management.
- Experience working with celebrities and people of influence.
- Experience of humanitarian fundraising.
- Experience of developing, pitching, and winning major contracts (£1 million plus).
- An understanding of the institutional funding context.

Employee Benefits

Care International are committed to supporting their staff to achieve their full potential, and to make working for us a fulfilling and empowering experience.

Employee benefits include:

- 25 days annual leave, in addition to bank holidays, PLUS all staff receive 3 days discretionary leave between Boxing Day and New Year's Day. The annual leave allowance increases by one day for each year worked up to a maximum of 30 days.
- 5% employer pension contribution
- Life Assurance (3 x basic salary)
- Health Cash Plan – offering money back on many everyday health care bills, such as visits to an optician, dentist or physiotherapist, up to annual limits. Includes access to a 24/7 free and confidential employee assistance helpline (counselling and legal).
- Cycle to work scheme
- Interest-free loans (up to £500)
- Professional membership fee reimbursement
- Family friendly policies



How to apply

Care International UK are partnering with Naomi Carruthers at **QuarterFive Fundraising Recruitment** for this appointment. For a confidential discussion of this role and to make an application, please get in touch:

✉ naomi@quarterfive.co.uk

☎ 07538 576637

The deadline for applications is **Tuesday 14th November 2023**. Application is by CV and cover letter. Cover letters should not be more than 2 pages, detailing how your experience meets the key essential criteria. CVs should be max. 3 pages.

Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Naomi Carruthers by email naomi@quarterfive.co.uk or call 07538 576637.

Please note that CARE International UK is a Disability Confident employer. [Read our Frequently Asked Questions about the Disability Confident Scheme.](#)

Equality, Diversity and Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process. QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).

Care International UK are committed to a policy of equal opportunity for all employees and job applicants. This includes access to employment, training, pay and benefits, development and all policies related to terms and conditions regardless of age, race, gender, sexual orientation, gender reassignment, marital or civil partner status, physical or mental disability, religion or belief, pregnancy or maternity (the "Protected Characteristics"). Care International UK's Equal Opportunities Policy can be found [here](#).



Pledge for Change Membership



CARE International is a member of Pledge for Change, a group of International NGOs that recognise a changing world, and particularly one where INGOs are increasingly working with national and local organisations worldwide to respond to crises and improve their communities.

The Pledge reflects an acknowledgement of the unequal power dynamics in the development and aid sectors and the need to ensure a fairer future, and particularly the role INGOs must play in ensuring global south civil society and communities continues to grow and flourish. All signatories commit to implement the pledges and metrics, transparently report, and participate in the accountability and learning process.



This job pack has been created by QuarterFive, in collaboration with Care International UK.

QuarterFive Fundraising Recruitment is a specialist agency for charities and fundraisers. We provide clients with access to the best fundraising talent in the sector, and offer candidates expert support in securing their next fundraising role.

