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# Head of Fundraising and Communications

<b>Reporting to:</b>	CEO
<b>Responsible for:</b>	Senior Fundraising Manager, Fundraising Coordinator, Major Donor and Corporate Relationships Manager, Brand and Marketing Manager, Communications and Digital Fundraising Executive
<b>Location:</b>	Waterloo, London International travel to programme sites in Africa and for conferences and meetings in other locations possible
<b>Contract:</b>	Full-time, permanent
<b>Salary:</b>	£40,000 to £48,000 per annum, dependent on experience
<b>Child Protection Level:</b>	Enhanced DBS

This role may include some out-of-hours work, with time off in lieu awarded. Appointment is conditional on a DBS check to conform to Build Africa's Child Protection Policy

## Organisation and context

Build Africa is an award-winning development organisation. We believe in the power of education to help end poverty, and work to ensure that children in Africa have the best opportunity to learn. We are unique in our approach - supporting the ability of parents to send their children to school, while helping communities build and sustain quality education services. Build Africa currently operates in Kenya and Uganda with ambitious growth plans for 2018 and beyond. We believe that in order to deliver transformational change, traditional approaches need to be complemented with innovative and effective development models. Our vision for the future is to support governments and in turn communities to deliver on strong education outcomes via demand and supply models – meeting the needs of parents, teachers and most importantly children.

## CEO's Comment

This role is an integral part of my Senior Management Team. I need an exceptional fundraiser and a confident communicator; an inspirational leader who understands the nuances of the diverse fundraising and marketing audiences. Someone who can bring knowledge and experience to the planning table, can augment their team when a surge is required, and who is accountable whilst unafraid to be innovative. If you've the confidence and skillset to inspire a motivated and driven team, whilst being comfortable in a board room and shaking a donation tin, please apply.

## Role purpose:

The Head of Fundraising and Communications is responsible for leading Build Africa's growth and overseeing the quality and effectiveness of its Fundraising and Communication strategies and operations.

The Head of Fundraising and Communications is a member of Build Africa's Senior Management Team alongside the Director of Finance and Resources, two Country Directors, and two other department heads all reporting to the CEO.

# Head of Fundraising and Communications

## Key tasks and responsibilities:

- Responsible for ensuring the existing 2017-2018 programme strategy and projects therein are implemented as planned, and working with the CEO and ISMT in designing the 2019-2021 strategy.
- Play a key role in the International Senior Management Team to devise, execute, and monitor the organisational strategy.
- Ensure a participatory process is used to develop and monitor strategy.
- Managing the Fundraising and Communications teams.

## Fundraising Strategy and Relationship Management

- Responsible for fundraising strategy and stakeholder relationship management.
- Manage a team of six people and additional ambassadors to deliver Build Africa's fundraising strategy.
- Provide high-level relationship management with key stakeholders, including donors, to sustain and grow the portfolio.

## Fundraising Operations

- Responsible for setting and meeting annual and multi-year fundraising targets.
- Oversee individuals responsible for:

### Individual donors

- Ensure income from committed givers is maximized, including encouraging lapsed donors to resume giving and upgrading gifts from donors where appropriate.
- Ensure Build Africa keeps abreast of the individual giving markets, identifying trends, competitor activity and changes in regulations-including data protection.
- Helping incorporate clients/beneficiaries as new investors/donors.

### Institutional donors

- Ensure that Build Africa sustains and expands Trusts and Foundations portfolio.
- Ensure that Build Africa sustains and expands the statutory portfolio.
- Ensure that Build Africa sustains and expands the Corporate Partnership portfolio.

## Communications

- Oversee the development of the charity's communications strategy
- Prepare and manage income and expenditure budgets
- Experience of generating proactive media stories delivering widespread media coverage online with a strong social media element
- Provide oversight of the implementation of activity in all communications areas
- To represent the organisation externally, developing and maintaining contacts with senior journalists and political contacts, acting as a spokesperson for the organisation

### Other

- Keep abreast of current issues within the sector and key innovations in education, fundraising and communication.

# Head of Fundraising and Communications

- Oversee the individuals responsible for ensuring grant compliance in line with donor requirements, ensuring timely submission of reporting to key institutional and foundation donors.
- Any other responsibilities as required by the CEO.

## Experience

The following skills and attributes are required:

- An accomplished fundraiser with a flair for communication
- Experience of managing large scale operational campaigns.
- Strong strategic planning and oversight experience.
- Proven experience to effectively communicate ideas to a myriad of audiences in a persuasive manner.
- Understanding of major policies/issues of large bilateral/multilateral donors and strong knowledge of donor related business practices.
- Demonstrated experience securing and growing relationships with a wide variety of donors.
- Experience of leading a multi-disciplinary team.

The following skills and attributes are desirable:

- Experience working in Africa or with overseas education charities.
- Fundraising experience in the US.
- An experienced international development professional.

## Personal qualities:

Build Africa is looking for an individual with a range of leadership, technical and communication skills. The successful candidate is likely to have demonstrable skills in the following areas:

- Exceptional communication skills, both written and verbal, blended with a confident and personable manner.
- Gravitas to engage with multiple stakeholders at all levels.
- Ability to influence key stakeholders at all levels both internally and externally.
- Results focussed, ensuring long-term sustainability and increased impact.
- Able to work flexibly, under pressure and to meet demanding deadlines, with the ability to prioritise and manage conflicting demands.
- Ability to think strategically yet still be prepared to be hands-on.
- High energy levels, resilience, and tenacity.
- Able to conduct international travel to country programmes in Africa and US fundraising conferences (roughly 2 to 3 trips per year).

## Application procedure:

### How to apply

To apply for this post, please send your CV to [recruitment@build-africa.org.uk](mailto:recruitment@build-africa.org.uk) stating the job title in the subject along with a short covering letter outlining your suitability for the role.

### Closing Date

Thursday 1<sup>st</sup> February 2018 5pm BST.

# Head of Fundraising and Communications

## **Interviews**

Interviews will be held on a rolling basis up until the closing date so candidates are urged to apply at their earliest opportunity.

## **Equal Opportunities**

Build Africa recruits staff on the basis of their skills, experience and ability without regard to race, nationality, gender, age, sexuality, disability or religion.

## **Right to Work**

All candidates must be able to prove their eligibility to work in the UK.