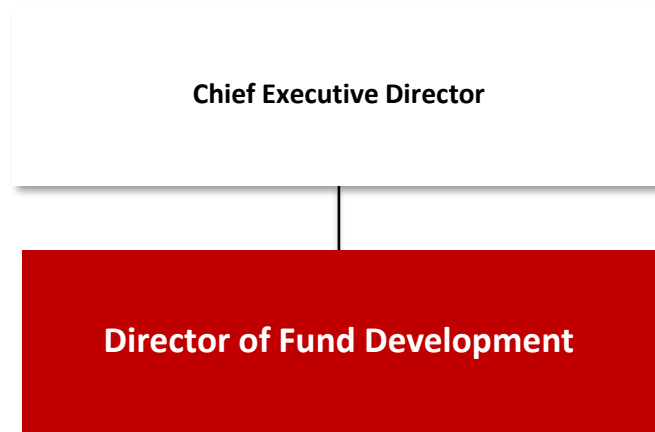


# Director of Fund Development

## Reporting Lines



<b>Department</b>	The post holder will oversee the Marketing, Community Fundraising, and Donor Care departments	<b>Reporting to</b>	CEO
<b>Salary Range</b>	£65,000 to £75,000 per year	<b>Version</b>	DFD-JD-V1-10-24
<b>Subordinates</b>	Head of Marketing Head of Community Fundraising Head of Donor Care	<b>Working hours</b>	Full time: 37.5 Hours per week

## Main Job Purpose

The Director of Fund Development will lead the functions of the Charity which pursue community-based income generation, namely Marketing, Community Fundraising, and Donor Care. Reporting to the CEO and serving in the Executive Leadership Team, they will ensure that the work of these functions aligns with the Charity’s strategic objective to diversify its income by enhancing community-based and individual donations.

The role holder will provide a strategic as well as operational focus, by leading on the development and execution of fund development strategies, plans and initiatives, and they will be ultimately responsible for the effective management of the above-mentioned multidisciplinary functions and their resources. They will improve the infrastructure, policies, SOPs, and culture within these functions, ensuring the functions are integrated and aligned with each other and the wider organisation, ultimately enhancing the Charity’s income, brand, and donor care.

## Responsibilities

The Director of Income Generation is accountable to fulfil their roles and responsibilities in line with AFH's strategy, code of conduct, values, and principles and to report to their line manager regularly on the basis of annually defined KPIs.

Key responsibilities include:

### **1) Strategic leadership and input**

- Develop and implement income generation strategies, evolving them as necessary in collaboration with the CEO and heads of relevant departments, which support to achieve AFH's mission.
- Develop and execute plans and initiatives to diversify AFH's income streams by increasing community-based and individual donations, enhancing the brand, and building the donor care provision.
- Lead the above-mentioned departments, line managing their heads, and supporting them to build high-performing teams, through excellent recruitment, training, implementation of our talent management framework, and creating a positive and results-driven culture.
- Ensure consistent alignment, integration, and partnering between all income generation functions and the wider organisation.
- Identify and act on new market opportunities to diversify AFH's reach, influence, and revenue in line with the mission.
- Provide strategic direction to the organisation through advising the CEO and leadership teams on income generation and related matters.
- Attend and contribute towards leadership meetings, supporting the decision-making process relating to income generation and beyond.
- Oversee the establishment and enforcement of a robust framework of policies, procedures, and SOPs related to income generation.

### **2) Marketing**

- Develop and implement a global marketing strategy across all of AFH's offices, and ensure all marketing campaigns and activities are executed in accordance with that strategy and achieve pre-agreed objectives.
- Ensure the marketing department is sufficiently resourced in terms of access to specialist agencies, necessary equipment, digital tools, etc.
- Play a key role in spearheading AFH's website transformation, ensuring the website is fit for purpose.
- Introduce novel and innovative initiatives to enhance income generation and brand strength through marketing, including in the areas of social media and influencer marketing.
- Identify which disciplines/areas within Marketing present the most opportunities for growth, and drive growth accordingly
- Effectively manage budgets and ensure marketing initiatives achieve pre-agreed financial and other targets, including ROI, engagement levels, etc.

### **3) Community Fundraising**

- Develop and implement a community fundraising strategy which spearheads our community fundraising presence and increases income.
- Build AFH's community fundraising presence in numerous UK regions informed by thorough research, analysis, and assessment of the market. Build teams and resources in regions where opportunities for AFH to grow are identified.
- Build partnerships and collaborations with external organisations, agencies, and consultancies to increase AFH's income and brand reach and strength.
- Identify which disciplines/areas within Community Fundraising present the most opportunities for growth,

and drive growth accordingly.

- Support AFH’s offices globally, with their community fundraising initiatives
- Effectively manage budgets, making strategic decisions as to which community fundraising initiatives are financially viable, ensuring consistent ROI.

**4) Donor Care**

- Develop and implement a Donor Care strategy which enhances all aspects of our donor care, including donor acquisition, journey, experience, retention, and income generation.
- Put donor care at the heart of our income generation initiatives, enhancing our understanding of our donors, and integrating that understanding into all income generation activities.
- Find innovative ways to organically acquire new donors and grow our donor database.
- Effectively manage budgets and ensure Donor Care initiatives achieve pre-agreed financial and other targets, including ROI, engagement levels, etc.

**5) Other**

- Perform any other reasonable tasks as assigned by the CEO

## Our Values

***Believe in the cause***

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

***Work together***

Teamwork is the backbone of our work’s success.

***Give with grit***

Being a “gritty” person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

***Make life better***

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

## Work Environment

- 80% indoors / office based
- 20% outdoors / travel / events / work trips etc.

## Job Requirements

**Education**

- Bachelor’s degree in a relevant field (essential)
- Master’s degree in a relevant field (desirable)
- Qualification in Leadership/Management e.g. CIM accreditation (desirable)
- Evidence of continuous professional development

<b>Experience</b>	<ul style="list-style-type: none"> <li>● Significant experience of success in income generation in the humanitarian and development sectors (Essential)</li> <li>● Significant experience demonstrating strategic, commercial, and operational approach to leading income generation functions, backed up with a strong understanding of the market (Essential)</li> <li>● Track record of internal and external stakeholder management, including influencing at executive/board level including and line managing numerous senior professionals (Essential)</li> <li>● Track record of being highly attuned and adaptable interpersonal skills with the ability to develop, foster, maintain, and utilise a network of relationships (Essential)</li> <li>● Track record of ability to build and implement a programme to identify and foster medium- and long-term influential contacts for income generation opportunities (Essential)</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>● Advanced leadership and capacity building</li> <li>● Advanced stakeholder management skills, including the influencing, negotiation, ability to act in a diplomatic manner (Essential)</li> <li>● Ability to think strategically and plan ahead, while also remaining flexible and able to react swiftly to changing needs and demanding priorities (Essential)</li> <li>● An excellent planning and project management approach with the ability to ensure varied activity is coordinated and coherent, and to support others in this approach (Essential)</li> <li>● Resilience and the ability to deal with high pressure and difficult situations whilst supporting and maintaining the confidence of others (Essential)</li> <li>● Ability to identify problems and to work quickly to find long term, practical and diplomatic solutions (Essential)</li> <li>● Strong financial skills and numerical analysis with the ability to produce credible effective data or reports and discuss details with confidence (Essential)</li> <li>● Knowledge of charity legislation, copyright law, GDPR, the Fundraising Regulator and Charity Commission Information (Essential)</li> <li>● Understanding of geopolitical, humanitarian and international development trends throughout the world but particularly in the Middel East (Essential)</li> </ul>
<b>Languages</b>	<ul style="list-style-type: none"> <li>● Strong written and spoken English (Essential)</li> <li>● Strong written and spoken Arabic, Urdu, or French (Desirable)</li> </ul>