



## Job Description - Announcement

### Head of Fundraising

<b>Reports to:</b>	Director of Communications and Fundraising
<b>Supervising:</b>	Fundraising team of eight, with three or four direct reports
<b>Start date:</b>	As soon as possible
<b>Type:</b>	Full time
<b>Contract:</b>	Open Contract (Minimum 2 years)
<b>Salary:</b>	R\$84,500 / 34,000 Euros based on experience
<b>Location:</b>	Rio de Janeiro, Brazil

#### Background

Médecins Sans Frontières (MSF) is an international humanitarian aid organisation that provides emergency medical assistance to populations in danger in more than 70 countries. MSF arrived in Brazil in 1991 as Médicos Sem Fronteiras [www.msf.org.br](http://www.msf.org.br) and since then, developed over a dozen health projects

#### Objective of the Post

Devise the fundraising strategy for MSF Brazil and manage its implementation, through the fundraising team, in order to continue the increase in return on investment of MSF's fundraising activities in Brazil.

#### Post's Summarized Description

The Head of Fundraising (FR) is responsible for developing and implementing the strategy for raising private funds in Brazil in order to meet the financial needs and contribute to the independence of MSF's operations.

#### Level of Responsibility

Reports to the Director of Communications and Fundraising and manages the Fundraising team of eight, with three - four direct reports (depending on projects).

#### Main Activities

##### 1) Strategic

- Leads the process of setting and reviewing multi-year and yearly investment and revenue targets, and of determining the appropriate mix of income streams best designed to ensure a stream of revenue which is diverse, unrestricted, secure and cost-efficient.
- Ensures the achievement of satisfactory cost per euro raised in relation to pre-set standards and to trends within the industry and the economy.
- Is responsible for developing the annual fundraising objectives and strategy, budget, activities schedule and results balance.
- Is responsible for overseeing and regularly improving the donors' loyalty programme in order to maximize their lifetime value.



- Is responsible for diversifying new donor acquisition methods to ensure a consistent number of new donors per year.
- Manages the monthly income and expenditure's follow-up as well as the balance with the financial department figures.
- Establishes and applies the ethical fundraising policy.
- In collaboration with the Communication Officer, coordinates the development of the MSF Brazil Style Guideline book.

## **2) Fundraising activities**

- Establishes FR goals, budgets, strategy and time frame for every chosen acquisition source: direct mail, inserts, DRTV, e-mailing, telemarketing, F2F etc.
- Ultimately responsible for the implementation of these activities in order to meet the set goals.
- Oversees all F2F activities – including the F2F coordinator and team of 6 fundraisers in order to test and evaluate this acquisition method.
- Oversees the development and implementation of the major donor strategy and stewardship programme.
- Oversees the development and implementation of the Corporate Fundraising Strategy.
- Manages the Major Donor and Corporate Assistant in the preparation of written proposals and facilitates formalised feedback to corporate donors when requests are received (reactive work).
- Leads the selection of external agencies
- Manages the FR Assistant to ensure the timely implementation of the FR campaigns: e.g.
  - Decides and negotiates mailing lists and other acquisition channels media
  - Coordinates the work of advertising agency and freelancers: prepares briefings, provides information, reviews and approves materials, etc.
  - Oversees campaigns operations: printing, call centre, handling, etc.

## **3) Donor Care**

- Responsible for the secure storage of all donor information on the donor database and anywhere else.
- With the Donor Care Manager, ensure that all donations are processed and thanked correctly, securely and on time.
- Ensure that the Donor Care Key Performance Indicators are maintained.
- With Donor Care Manager, ensure that the database is up to date and functioning to facilitate good donor care and the implementation of donor communications programmes.

## **4) Fundraising Message**

- Constantly monitors field activities to appropriately represent MSF in fundraising materials, via reading MSF reports and updates.
- Ensures consistent messaging and representation of MSF across all fundraising communications.

## **5) Research and analysis**

- Promotes and coordinates periodical market research, analysis, and monitoring of socio-economic, cultural and demographic factors in order to have an in-depth knowledge of



Brazilian potential donors, identifies key audiences, detects market opportunities and minimizes the effects of competitive activity.

- Establishes the donors behaviour analysis reports, oversees and contributes to other reports analysis.
- Oversees and contributes to the tracking and analysis of FR campaigns.
- Actively takes part in Brazilian and Latin American fundraising networks and skill sharing opportunities.

#### **6) Third-party negotiations**

- Leads relationship with the advertising agency, provides MSF information, briefings and work guidelines and approves jobs.
- Routinely interacts with senior supplier representatives and consultants to negotiate terms, direct their work and answer their questions on complex topics.
- Monitors, and participates when necessary, in the relationship with the FR software service company, assuring that the service provided is satisfactory and corresponds to the agreement signed.
- Directs the lawyer in the drafting of contracts to be signed with suppliers or corporate donors.

#### **7) Compliance**

- Ensures that all work undertaken meets legal and regulatory compliance, especially for data confidentiality.
- Ensures all work produced is in accordance with MSF Brazil Style Guidelines.
- Ensures compliance with MSF Brazil financial accountability processes.
- Ensure that financial data flows and storage comply with the recommendations of internal and external auditors.

#### **8) Internal relationships**

- Ensures that fundraising activities are coordinated with Communications work (media releases, public education and web and printed publications) to promote synergies and ensure that MSF messages are integrated and consistent.
- Maintains regular contact with other sections MSF Fundraisers in order to capitalize their fundraising experiences and knowledge in the MSF Brazil activities.
- Represents MSF-Brazil in international fundraising meetings.
- Take active part in relevant MSF working groups
- Provide information as required by International office on Fundraising budgets and answer all other requests for information to help with MSF studies.

#### **9) Team management**

- Sets clear attainable objectives, evaluates job performance in accordance with established MSF procedures, and collaborates with staff to establish appropriate development paths.
- Provide leadership and guidance for FR team to maintain high performance standards and ensure that individual performance goals are achieved.
- Holds regular meetings to coordinate activities and exchange information.
- Ensures that the team has appropriate resources available to carry out their duties.
- Ensures that training opportunities exist and are used as to broaden FR staff's skills.



- Disseminates, among the FR team, relevant information on MSF international or other.

## **Profile**

### **Education and experience**

- University Degree in Communications, Economics or Marketing.
- Experience in fundraising is highly valued.
- Proven experience creating and managing direct marketing campaigns is required.
- An understanding of fundraising strategy and the relative effectiveness of different techniques and types of fundraising.
- Experience of managing direct mail marketing, telemarketing and DRTV campaigns is highly advantageous.
- Experience of creating and effectively managing and monitoring substantial budgets (100's of thousands of Euros/Dollars).
- Experience of managing suppliers is essential including negotiating contracts and supply of goods/services.
- Experience of team management.

### **Abilities**

- Strong organizational management and planning skills.
- Ability to plan, prioritise and manage a number of projects simultaneously that may have conflicting priorities.
- Strong interpersonal and communication skills, along with the ability to develop good work relationships with external suppliers and internal departments.
- Strong team leadership.
- Proven ability to analyse and interpret results and react promptly and accordingly.
- Strong computer skills including proficiency with spreadsheet, database and word processing software.
- Fluent in English (written and spoken) and Portuguese.
- Interested in working in the humanitarian sector and commitment to MSF's work and principles.

### **To apply for the post**

Please send in English a letter of application stating the skills and approach that you would bring to the post and why you want to work for MSF in this position with your CV/resume (no photos) in strict confidence by email only to: [oportunidades@rio.msf.org](mailto:oportunidades@rio.msf.org)

Please ensure that they are sent as Word documents with the titles "*your name cover letter*" and "*yourname CV*" Please put "*Head of Fundraising MSF Brazil application*" in the email subject line.

**The deadline for applications is 31 March 2010.**