



Director of Fundraising and Communications



INVESTORS IN PEOPLE | Bronze

Dear candidate,

Thank you for your interest in the role of Director of Fundraising and Communications at WaterAid in the UK. We are looking to recruit an exceptional leader with an impressive track record to build on our fundraising success to date.

WaterAid is the world's leading non-profit organisation working with local organisations to deliver sustainable water and sanitation solutions in some of the world's poorest communities. This opportunity to join us comes at an exciting and challenging stage in the development of WaterAid as a truly global organisation.

We are committed to addressing the water and sanitation crisis. We have an inspiring and ambitious Global Strategy for 2009-2015 and a presence in 30 developing countries in Africa, Asia, the Pacific region and Central America. We are investing in partner organisations to deliver safe water to drink and improved hygiene and sanitation to 25 million people. By influencing the policies and practices of governments and service providers, we aim to reach a further 100 million people.

To enable this to happen we need an annual income of £100 million globally by 2015.

As Director of Fundraising and Communications, you will be managing an integrated fundraising, communications and marketing department, parts of which have global remit within our new international federation.

WaterAid in the UK has grown rapidly from an income of £21m in 2005 to a projected income of £57m at the end of financial year 2011/12. Awareness of the cause of universal access to water and sanitation has also grown considerably along with our brand and our income. Our strength comes from our diverse income base and the wide range of support we receive. We enjoy partnership agreements with the UK's Department for International Development and with major corporations and water utilities, while the backbone of our support comes from having over 250,000 regular supporters - the UK public who give on a monthly basis and champion our campaigns.

You will also work alongside other WaterAid members in Australia, the USA and Sweden and will be responsible for coordinating the Global Fundraising and Communications Executive, a team set up to ensure that our income is maximised and well coordinated across WaterAid.

The key priorities of the role will be:

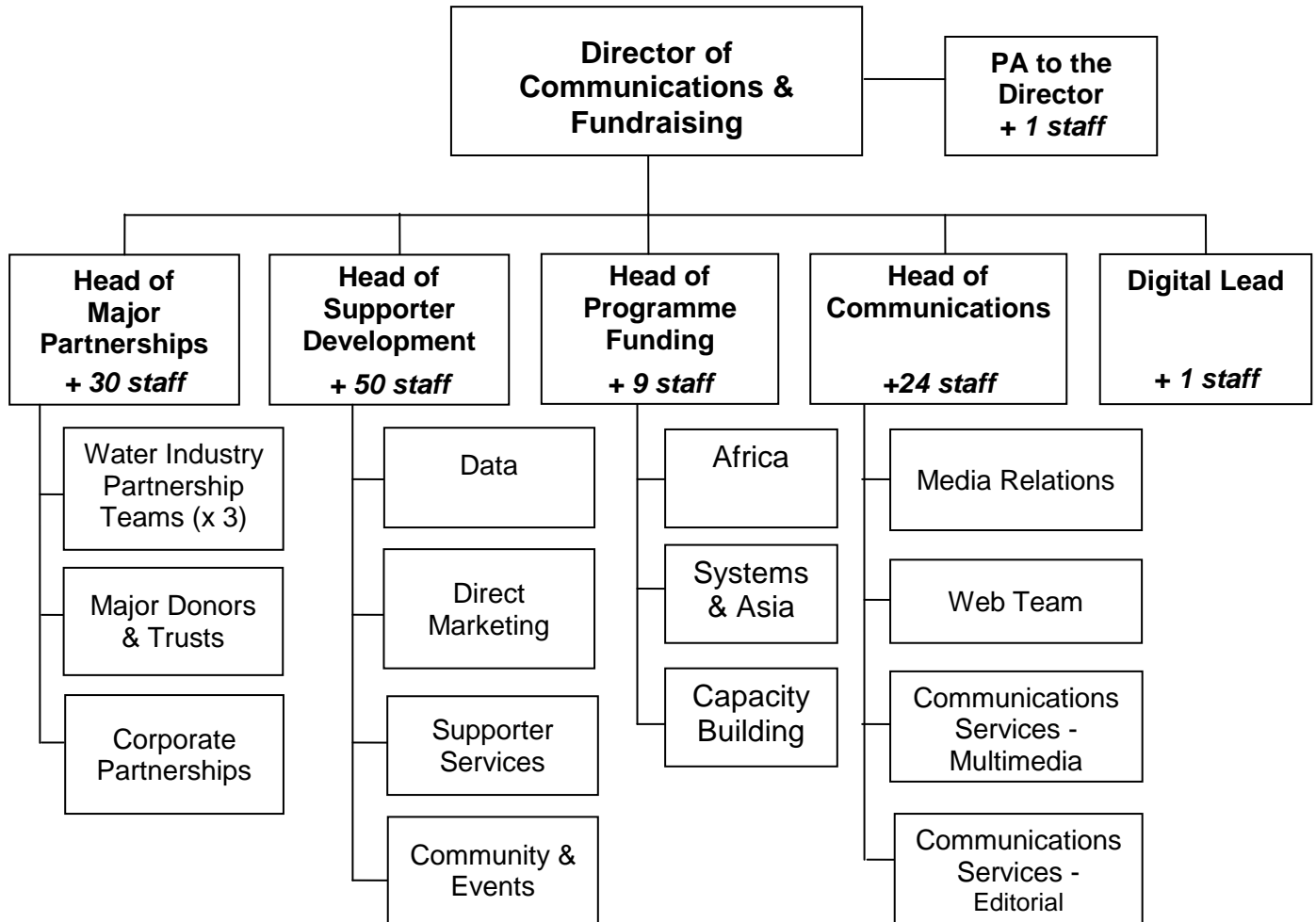
- Raising WaterAid's income to realise the global £100m goal by 2015.
- Increasing WaterAid's profile and brand recognition nationally and internationally.
- Developing WaterAid's digital presence to maximise the potential for campaigning and fundraising.
- Further developing existing income streams while promoting new income streams at acceptable rates of return on investment.
- Leading and developing a talented and high performing team and enabling collaborative working across WaterAid.

As part of a strong team of directors who take a collegiate approach to leading the organisation, you will work collectively to develop corporate strategy and deliver our global aims. We are looking for someone with excellent leadership skills in line with WaterAid's values, who is able to build strong relationships with staff in the UK and colleagues in WaterAid member organisations. Influencing, negotiating, decision-making and drive are paramount in this role, as is the ability to juggle competing priorities in a dynamic environment.

You need to be well attuned to the changes, opportunities and risks in the fundraising arena for international non-profit organisations and able to transfer ideas and approaches from other sectors. You must share our ambition and have a passion for our work, as well as the skills and the drive to deliver WaterAid's fundraising and global communications goals.

If you are excited by this challenge and the opportunity to use your talents and skills to help some of the world's poorest people, then we'd very much like to hear from you.

Barbara Frost
Chief Executive
WaterAid



Job Description

- Job Title:** Director of Fundraising and Communications
- Place of work:** Vauxhall, London. The role involves travel within the UK, some work outside normal office hours and occasional travel overseas (circa 4 weeks per year)
- Reports To:** Chief Executive
- Manages:** 5 heads of department, a PA and total department of c.120
- Budget responsibility:** For 2012/13: Income projected to be £66m. £14 million expenditure on Fundraising and £1 million expenditure on Communications.
- We aim to be raising £100m per annum globally by 2015 of which £89m will be raised by WaterAid in the UK and the rest by other WaterAid Member organisations.

Job Purpose:

To lead the development and implementation of WaterAid's strategies for communications and fundraising. As a member of the Directors' team to take collective responsibility for the organisation's leadership, management and development.

Key Accountabilities:

1. Lead the development and implementation of strategies to generate long term sustainable income growth, with an emphasis on unrestricted funds to deliver WaterAid UK's contribution to the WaterAid Global Strategy.
2. Lead the development and implementation of WaterAid's global communications work, maximising impact in support for international policy, campaigning and marketing work whilst safeguarding WaterAid's brand and reputation.
3. Provide overall vision and leadership to the Fundraising and Communications department ensuring team members are inspired, motivated and engaged with clear understanding about their contribution to WaterAid's Global Strategy.
4. Ensure WaterAid's relationships with its individual supporters, major donors, the UK water industry and international institutional donors are maintained and developed.
5. Ensure WaterAid maximises the potential of digital technology and that its approach is integrated and coordinated at national and international levels within WaterAid globally.

6. Monitor, evaluate and manage the outputs of the department against approved plans and budgets, ensuring targets are met and maximising long term rate of return on investment.
7. Provide overall leadership to ensure integrated fundraising and communications activity across WaterAid Members. Co-ordinate income streams from around the globe to ensure that UK managed plans for country programmes, regional and UK offices are financed.
8. As required, provide support services and expertise to the newer WaterAid Members, working with key staff across WaterAid globally to ensure that WaterAid's global impact is maximised and coordinated.
9. Manage WaterAid Trading Limited as an effective business initiative and act as director.
10. Regularly benchmark WaterAid's fundraising and communications activities against other organisations within and outside of the charity and international development sectors, ensuring WaterAid demonstrates value for money and best practice while also seeking new, creative and sector leading approaches.
11. Ensure that WaterAid is compliant with legislation covering fundraising and communication activities and is following voluntary best practice codes of conduct.
12. Give talks and media interviews about WaterAid's work and proactively seek out these opportunities.
13. Take overall responsibility for supporters' visits to WaterAid's work overseas and for the UK Annual General Meeting.
14. As a Director take collective responsibility for the organisation as a whole as well as specific responsibility for the accountabilities outlined above.

Person Specification

- Commitment to WaterAid's values and a working style that reflects these.
- Degree level qualification or equivalent relevant professional experience.
- Proven extensive leadership and management capabilities; proven ability to inspire, empower and motivate others and build high performing teams.
- Significant senior management experience in communications and fundraising, with a demonstrable track record of successful results.
- Demonstrated skills in managing complex plans, large budgets and projects.
- Proven ability to conceptualise, innovate and execute ideas as well as transfer knowledge and skills.
- Excellent and confident communicator with experience in external public engagement and media relations, with public speaking skills.
- Commitment to personal learning, development and improvement in pursuit of own objectives and those of the team and organisation.
- Understanding of / experience of the issues facing INGOs in effective communications and fundraising.
- Demonstration of an international outlook, appreciating differences in values and learning from cultural diversity.
- Diplomat, good listener with strong interpersonal skills and comfortable working across different cultures and levels of society.
- Fluency in spoken and written English essential.
- Ability to travel.

Abbreviated Terms & Conditions

- Salary:** circa £80k – negotiable subject to experience
- Location:** 47 - 49 Durham Street, London, SE11 5JD (nearest stations Vauxhall and Oval)
- Working Hours:** Full time (minimum 35 hours per week). Core office hours are between 10.00am and 4.00pm
- Contract Period** The post is offered on a permanent contract
- Probation** The appointment is subject to the satisfactory completion of a six month probationary period.
- Annual Leave** 25 days per year, plus 1 additional day at Christmas and UK public holidays. Increases to 27 days per year plus 1 additional day at Christmas after 4 years.
- Benefits** Group Personal Pension Scheme with following contribution rates:

Employee's Contribution	Employer's Contribution
3%	6%
4%	8%
5%	10%

- Group life assurance
- Child care voucher and Bike salary sacrifice schemes
- Interest free season ticket loan
- Employee Assistance Programme (access to 24 hour free and confidential helpline)
- Relocation package negotiable

Recruitment process

To apply for the post, please send a letter of application stating the skills and approach that you would bring to the post along with your CV/resume in strict confidence by email only to Clare Garey at clare@darylupsall.com

Please send word documents only. No photos please. Documents should be titled "**<your name> cover letter**" and "**<your name>CV**" Please put "**WaterAid-Dir FR & Comms**" in the email subject line.

Please also let us know how you heard about the role.

Closing date: 27th February 2012

Telephone interviews will take place between 7th and 15th of March. Face to face interviews will take place on 27th or 28th March.

WaterAid is committed to welcoming people from the widest possible diversity of backgrounds, culture and experience, and is signed up to the Positive About Disabled People scheme. We will make any practical reasonable adjustments to enable disabled people to participate fully in an inclusive working environment. Please let us know if you are disabled and need any assistance in making your application.

Please note that we are only able to accept applications from candidates who are eligible to work in the UK (i.e. we are unable to progress applications which would require sponsorship).