



Global Director of Fundraising

Job announcement

Job Title:	Global Director of Fundraising
Location:	Flexible, in UK or a major city within Europe
Reports to:	CEO
Salary:	Circa £80,000 GBP dependant on experience + benefits package

Background

[Compassion in World Farming](#) was founded in 1967 by a British farmer who became horrified by the development of modern, intensive factory farming. Today we campaign peacefully to end all factory farming practices. We believe that the biggest cause of cruelty on the planet deserves a focused, specialised approach – so **we only work on farm animal welfare**.

Our international headquarters are in Godalming (UK) and we also have European offices in Bologna (Italy), Paris, Warsaw, Nijmegen (the Netherlands) and Brussels as well as an office in China (Beijing) and a team in the US.

Purpose of the role

The purpose of this role is to build on our strong track record by delivering rapid growth in global income to achieve an end to factory farming. To do this, the post holder is set a target of achieving an ambitious, but we believe achievable, annual global income of £15 million by the end of 2022.

You will bring dynamic and outward-looking international leadership to our fundraising operation. You will be an ambitious and entrepreneurial international fundraiser, experienced in remarkable and dynamic net income growth, with a strong desire to change the world for animals, people and planet.

You will operate as a strategic partner to the CEO and the Board of trustees, and as a member of the Global Leadership Team (GLT). You will nurture key external relationships and represent Compassion in World Farming (Compassion) externally.

You will have strategic responsibility for all international revenue-generating programmes and activities, including engagement with new donor audiences and new markets, and for marketing aimed at building brand awareness internationally.

You will require creativity, innovation, entrepreneurship and transformational leadership. You will be able to demonstrate a track record in scaling up existing fundraising programmes, managing and stewarding High Net Worth Individuals and international foundations, particularly in the US, and ideally leading market entry for fundraising into new countries or regions. You will also be adept at building

mutually rewarding relationships with ultra-high net worth funders, investors and grant making bodies.

You will be able to make the smartest fundraising investments to optimise long-term and sustainable income whilst also working closely with colleagues to ensure that the wider organisation is poised and ready for the demands and changes of such a programme.

Your passion for transforming Compassion's impact will be matched by your expertise in relationship fundraising and the need for a truly donor-centric fundraising strategy – where our supporters are at the heart of everything we do.

You will both deliver direct activities and build teams to achieve these goals, and work in partnership across Compassion to support all colleagues engaged with donors and fundraising in field and HQ offices.

If you need to work remotely because of distance to the HQ in UK, we would expect you to be present in the HQ office for a minimum of five days per month. To achieve these goals, you will provide leadership and direction to the global Fundraising team.

Overall objectives of the post

The purpose of this role is to help end factory farming. This role will contribute by:

- **Focusing on** delivering dynamic and rapid growth in global income - to achieve an annual global income of £15 million by the end of 2022.
- **Leading decisions on** the global investment in fundraising innovation, new market entry and scaling up successful programmes to generate the biggest progress against our mission.
- **Delivering national and international strategy recommendations to the CEO (and Board as required).**
- Working closely with colleagues to ensure that the wider organisation is supporting and ready for the demands and changes of such a programme.
- **Driving** the corporate identity, branding and digital marketing of the organisation to maximise profile and income, thereby enabling the organisation to achieve agreed animal welfare goals.
- **Overseeing** the Director of Individual Giving, Major Gifts and Digital Department.
- **Working particularly closely with the CEO, COO, Director of Individual Giving and the Finance Director.**

Position in the organization

- Reports to the CEO.
- Responsible for global income, fundraising and marketing investment and innovation.
- Direct reports include Director of Individual Giving, Global Head of Digital, Global Head of Major Gifts and any international fundraising team members put in place by post holder.
- A member of the Global Leadership Team (GLT).
- Supervises, directly or indirectly, all members of the marketing, fundraising and digital department in the UK office.
- Develops strong and effective working relationships with Trustees, collaborating organisations and external suppliers.

Primary responsibilities

1. To achieve an annual global income of £15 million by the end of 2022;
2. To deliver the Global Growth Strategy for Compassion that both leverages the opportunity in current markets and identifies new market opportunities. This may need updating when

- required to take advantage of changing circumstances;
3. To unite Compassion’s international leaders and fundraisers in shared planning, setting of common goals and aspirations for achieving an ambitious income target;
 4. To develop the necessary systems, processes, tools and staff structures to best support the implementation and effective growth of Compassion’s international fundraising programme;
 5. To lead an international approach to fundraising delivery - setting international standards and methodology for investment allocation and monitoring, and setting goals, KPIs and benchmarks, ensuring that international fundraising activities and results are evaluated and leveraged for maximum value and impact;
 6. To develop an international approach to digital fundraising, spending investment and tracking results across all Compassion markets;
 7. To look at the possibility of establishing an Endowment Fund to fulfil specific goals within the organization;
 8. To research and develop prospect funders/investors for raising funds for investing in Compassion’s strategic income growth, and thereby growth in mission delivery, through social investors, ‘angel’ investors and the like;
 9. To secure additional exceptional funding to enable our ambition re. Systemic Change/Global Agreement objectives;
 10. To devise creative effective and integrated supporter/donor engagement, brand and marketing activities to reach new and potential supporter/donor audiences;
 11. To attract, develop, coach, and retain high-performance team members, empowering them to elevate their level of responsibility, span of control, and performance.

Dimensions and Limits of Authority

- * International authority for fundraising and marketing
- * Authority for fundraising budget internationally
- * May authorise expenditure within budget
- * May recommend disciplinary action and training requirements for staff within own department
- * May select suppliers
- * May authorise cheque payments up to the value of £20,000
- * May recommend/suggest action to take on difficult cases.

Person specification

ESSENTIAL	DESIRABLE
Proven Ability, Qualifications & Training	
<ul style="list-style-type: none"> • Minimum of 5 years working in a senior international fundraising position • Proven ability to lead and co-ordinate a team internationally • Proven track record in managing digital and online marketing and communications internationally • Resourceful and keen to achieve ambitious fundraising targets • Demonstrable success in increasing income in a ‘niche’ non-profit sector area – comparable with ‘factory farming’ 	<ul style="list-style-type: none"> • Educated to degree level or equivalent; • Holds the UK Institute of Fundraising’s Certificate in Fundraising or equivalent from another national fundraising association.

<ul style="list-style-type: none"> • Significant experience and networking capability with HNWI and Trusts & Foundations at an international level • Confident in leading and developing relationships with individual donors through to significant funder opportunities • Resourceful and creative with budgets • Able to travel internationally as and when required 	
Skills, Knowledge & Attributes	
<ul style="list-style-type: none"> • You will want to change the world and have a strong affinity with animal welfare and related environmental matters. • Has an entrepreneurial spirit • Excellent communication skills in English – written, oral and presentation • Ability to communicate effectively at all levels such as with manager, colleagues and other contacts and from corporate sponsors, HNWI, foundation leaders to members of the general public • Manages relevant department budget appropriately • Identifies the needs of others; uses effective approaches and styles to persuade them to agree to a proposal / Uses information effectively to present a persuasive case • Clear strategic vision and ability to communicate it in a way that inspires and motivates people across the organisation to take action towards achieving Compassions’ goals • Ensure the team adapts to the different needs of the organisation and its other stakeholders • Makes timely decisions which impact the whole organisation • Encourages and supports others to ensure their contributions are recognised and used. Delegates effectively, encouraging people to take responsibility • Sensitive to social and cultural issues. 	<ul style="list-style-type: none"> • Helps to build a culture where ideas are encouraged, issues are debated, and existing practices are challenged constructively • Demonstrates commitment to a culture of openness, a sharing of ideas and of two-way feedback • Leads by example in effective communication both internally and externally – walks the talk • Consults, listens and leads groups to an outcome • Develops effective plans for their area of responsibility in support of the organisation’s strategy and objectives. Ensures appropriate use of resources • Demonstrates the ability to deal with detail as well as the ‘big picture’. Handles the detail of a wide range of organisational and financial information to inform decision making which affects the organisation • Is accountable for making efficient and measurable use of resources and for open reporting to Trustees • Ensures the vision is transformed into reality – translates the highly aspirational into the achievable • Acts as a role model across the organisation for delivering against commitments and plans. Shows a sense of urgency in their work • Encourage a culture of acting with integrity and in a principled manner • Role models a professional working environment and a culture of striving for excellence

How to apply

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

Documents must be submitted in **English** and in **Word** format. No other format will be considered. No documents other than those requested will be accepted at this stage. CVs with photos will not be accepted in any case.

Please ensure that documents are sent with the titles **“your name cover letter”** and **“your name CV”** and state **“Compassion – Global Fundraising Director”** in the email subject line. Please do let us know, in your covering email, where you found out about the post.

Deadline for applications: Sunday 29th September 2019 18:00