

Job announcement



Job Title:	Head of Marketing, Sales, and Philanthropy
Reports to:	Executive Board
Direct Reports:	3 direct reports, oversight of 60 in total
Location:	Friedrichsdorf near Frankfurt/Main
Working Conditions:	Open to flexible working and remote working from home up to 80% per month.

Who we are

[World Vision](#) is an international, non-denominational Christian relief organisation with a focus on sustainable development cooperation, disaster relief and development advocacy. More than 180 employees form part of the German office (World Vision Deutschland e.V.) and are part of the international World Vision family that comprises around 35,000 people in 98 countries all working towards better living conditions for more than 41 million children, their families, and their environment. Within the World Vision International partnership, World Vision Deutschland e.V. is the fifth largest contributor and plays an important role at the international level.

Within the German non-profit sector, World Vision Deutschland e.V. is one of the leading organisations in terms of transparency and impact with approximately 85% of donations reaching beneficiaries and we were one of the first organisations in the country to publish impact reports critically evaluating our own programmes. Additionally, as part of the [Aktion Deutschland Hilft](#) NGO corporation, World Vision Deutschland e.V. is the largest partner in fund allocation and programme delivery.

Scope of the role

[World Vision Deutschland e.V.](#) are embarking on a strategic journey to launch a new marketing/fundraising strategy with a focused approach that will breakdown old siloes to move forward

with comprehensive marketing and fundraising goals. The new cohesive strategy has a focus on growth and effectiveness with the full backing from World Vision International.

The new strategy will consolidate the fundraising team across functional areas to develop best practice supporter journeys across the donor spectrum from upgrades, middle donors through to major donors and legacies. This is an exciting opportunity for an experienced and inspiring leader to oversee and implement a holistic best practice strategy.

As the Head of Marketing, Sales, and Philanthropy you will manage the successful interaction of these three areas to ensure sustainable growth of private funds income. This includes management of three direct report across the divisions that are collectively leading teams of more than 60 employees.

Responsibilities

- Provide overall vision and leadership to the Marketing, Sales and Philanthropy teams ensuring team members are inspired, empowered, enthused, supported, and engaged with a clear understanding of their contribution to the new strategy to ensure that strategic income goals are achieved.
- Represent the German office in the international marketing leadership team, composed of the eight largest World Vision organisations.
- Manage the allocated income and expenditure budgets, and guide teams based on a new agreed set of common metrics.
- Inspire, motivate, and challenge staff through active, ongoing mentorship and training, fostering an environment that supports new ideas and innovative approaches to giving.
- Oversee the implementation of the new strategy to create sustainable growth across fundraising channels.
- Ensure relationships with individual donors, middle donors, major donors, foundations and trusts and the corporate sector, are nurtured and developed.
- Oversee the implementation of a new CRM platform across the team as a critical factor to achieve the strategic goals.
- Other tasks as reasonably required by the Executive Board.

Profile

The ideal candidate will be a highly experienced, professional, and inspirational leader with an open and honest communication style with proven ability to build diverse teams who are freed and empowered to be creative and innovative. The Head of Marketing, Sales and Philanthropy will provide clarity and will develop strong relationships that promote collaboration whilst removing obstacles to facilitate high performance and ensure rigour and accountability.

Experience

- Strong background in some or all individual giving donor acquisition channels digital, face to face, DRTV, telephone fundraising, direct mail, legacies, and middle donors.
- Experience of philanthropy – trusts, foundations, major donors, and corporate fundraising.

- Used to overseeing multi-million budgets and a sizeable donor base.
- Experience leading and delivering organizational change processes.
- Demonstrable track record in delivering growth to a fundraising programme across diverse channels.
- Several years of experience of leading and managing large teams across different departments.
- Experience with CRM systems for donor cultivation, including automating “customer journeys”.
- Desirable to have work experience from an international environment.
- Excellent English skills both verbal and written.

Skills and attributes

- Team-oriented approach combined with the ability to motivate themselves and others. Lead with empathy, supporting the needs of colleagues, giving the right mix of empowerment and support to ensure everyone can play to their strengths.
- Agile and innovative, able to move quickly, take lane-changes in your stride and have great prioritization, time management, and organizational skills. Able to provide clear instructions to your team, even during periods of transformation.
- Collaborative and inclusive leader that is positive, engaging, and approachable.
- Strong goal orientation, creativity, and strategic skills.
- Strong analytical and decision-making skills.

How to Apply

To apply for the post, please send a letter of application stating the skills and approach you would bring to the role, along with your CV/resume in English to Zoe Oldham at zoeoldham@darylupsall.com. Please put **World Vision, Director Marketing, Sales, and Philanthropy** in the subject line and let us know where you saw this exciting role.

The deadline for application is Sunday 29th May 2022