

Job Announcement



Save the Children

Chief Marketing Officer

Location:	Germany
Reporting to:	Chief Executive Officer and the Supervisory Board
Annual salary:	€100,000 - €130,000 EUR
Contract type:	Fixed-term contract
Working hours:	Full-time
Candidate level:	Senior Executive

Background

[Save the Children](#) is the world's largest independent children's rights organization. The need for Save the Children has never been greater. There are more children living in conflict zones now than at any time in the past 20 years, as well as more child refugees. Natural disasters are not only more frequent, but more severe. As always, children in crises are among the most vulnerable. Globally, Save the Children works in about 120 countries with around 26,000 employees.

Within the German non-profit sector, Save the Children Germany is one of the leading organizations in terms of transparency and impact. To fully implement and develop its strategy, Save the Children Germany is looking for a compelling and forward-thinking leader to help guide the organization. Since 2018, Save the Children Germany has achieved an average revenue growth of more than 10% annually and have significantly grown their activities for children in Germany as well as their support for Save the Children's work worldwide. Today, about 200 enthusiastic employees work for Save the Children Germany.

Purpose of role

Save the Children Germany is embarking on a strategic journey to strengthen awareness and support of its work for children's rights among key stakeholders and to achieve its marketing and fundraising ambitions.

The Chief Marketing Officer will be responsible for the brand development of Save the Children Germany, which includes all strategies and measures that strengthen Save the Children's brand identity. In collaboration with the Head of Fundraising and the Head of Corporate Partnerships, the Chief Marketing Officer will assist in the sustainable increase of overall revenues from private and corporate donors and enhance the organization's reputation and perceived relevance among its key stakeholders.

The Chief Marketing Officer will be a key part of the three-person executive management team and report to the CEO. The incumbent will be primarily responsible for the Fundraising and Marketing and Corporate Partnerships and Foundations (CPF) departments while also making a significant contribution to the overall leadership of Save the Children Germany.

Primary responsibilities

Brand development and marketing:

- Lead and coordinate efforts to ensure the overall revenue growth of Save the Children Germany for all private and corporate target groups, through all marketing channels.
- Oversee and steer targeted communications by all teams concerned to increase brand awareness for Save the Children in Germany.
- Engage all relevant teams within the organization, as well as external partners, to enhance the brand.
- Ensure that decisions and actions are based on up-to-date data-driven analysis of how defined target groups, including current and prospective private donors, partner companies, and relevant stakeholders view Save the Children Germany's brand.
- Lead organization-wide efforts to identify priority children's rights issues and messaging to be used in contacts with all relevant target groups across all channels. Continuously evaluate these efforts and initiate needed adaptations.
- Ensure that the production of audio-visual and other content and the development of social media activities is closely coordinated among departments concerned and serves to strengthen the brand.

Resource development:

- Steer all fundraising activities from private donors, foundations, and companies. Ensure the optimized use of budgets and people to maximize revenue while maintaining a sustainable balance between different income streams.
- Manage a budget that optimizes and expands the overall yield and efficiency of the resource mobilization departments and ensures a sustainable balance of different revenue sources.
- Increase the amount and percentage of Save the Children Germany's unrestricted income.
- Work with the CEO and CFO to develop and build new revenue streams.
- Develop, define, and further grow a monitoring system to review key performance indicators and to ensure effective and efficient management.

- Collaborate within the international Save the Children movement to realize potential synergies and learn from each other.

Leadership:

- Collaborate with other leaders to develop and promote an organization-wide culture and structure that is transparent and widely supported by staff, the supervisory board, and members. This includes the development of attitude, identity, values, and positioning, including the formulation and implementation of their goals in the area of equity, diversity, and inclusion.
- Work with the CEO and CFO to foster the strategic and values-based development of current and future leaders at Save the Children Germany. Help optimize the cooperation between the executive board, senior management team, and team leaders.
- Together with the CFO, establish and expand performance, quality, project, and process management appropriate to the organization's goals.

Skills/Experience

- Over 8-10 years of experience overseeing and leading the development and implementation of sustainable fundraising and brand strategies.
- Solid experience managing large teams as well as successfully designing and implementing change processes. Possess a leadership style that creates synergy and collaboration within and among teams. Ability to “see the bigger picture”, that is to identify and develop potential areas of improvement within an organization. Capability to understand how to maximize the effectiveness, potential, and capacity of both people and organizations.
- Passion for the mission of Save the Children with the ability to communicate this with conviction. A lively interest in key trends and developments in humanitarian work, development aid and child rights.
- Innovative and creative thinker who is adept at discovering new ideas and social and technological trends that can benefit Save the Children.
- Excellent experience of making strategic use of social media and other relevant digital channels to achieve organizational goals.
- Accomplished stakeholder manager with external and internal partners.
- Professionally proficient English and German language skills, both written and spoken.

Further information

This role offers the opportunity to provide technical and managerial leadership for experienced teams in a dynamic and highly motivated organization. As a member of the executive management team, you will shape the success and future of Save the Children in Germany. As an employer, Save the Children Germany values a healthy work-life balance and offers flexible and family-friendly working hours and the possibility of remote working. In addition, they grant their employees 30 days of vacation per year.

We endeavour to do everything possible to protect children from danger in the course of our work. Therefore, anyone working for Save the Children Germany is expected to act in accordance with our Child Safeguarding Standards. Successful candidates must present an extended certificate of good conduct ("Erweitertes Führungszeugnis" in Germany or the equivalent in other countries) as a pre-requisite to employment.

To apply for the post

Please send a letter of application stating the skills and approach that you would bring to the post with your CV/resume (no photos and in English) in strict confidence by email only to: Ruth Gardner at ruth@darylupsall.com, applicant pack available upon request.

Please ensure they are sent as PDF documents with the titles "*your name cover letter*" and "*your name CV*" Please put "*Save The Children – Chief Marketing Officer*" in the email subject line.

The deadline for application is 28th May 2023

Sign up to [Global Charity Jobs](#) to receive our weekly jobs bulletin to not miss a single opportunity!

Daryl Upsall International actively promotes equality, diversity and inclusion. In recruiting candidates, we seek candidates with the proven skills required; irrespective of race, gender, religion or belief, age, disability or sexual orientation.