

<b>Role Title:</b> Head of Fundraising & Communications		<b>Reports to:</b> CEO	<b>Date:</b> August 2019
<b>Department:</b> Fundraising & Communications		<b>Direct Reports:</b> 4	<b>Budget Holder:</b> yes
<b>Location:</b> Dublin 1, with occasional national and international travel			
<p><b>Context:</b> ActionAid is at the half-way point of our strategy <i>Realising Rights for Women and Children: ActionAid Ireland Strategy 2017-2021</i>. The strategy places fundraising at its heart and commits us to diversifying our channels and increasing unrestricted income. We are systematically testing new regular giving propositions and new channels, as well as prioritising the care of our current loyal supporters. Individual Giving accounts for 70+% of income and some supporters are supporting ActionAid for 30+ years. Digital is a development priority for fundraising, and we are seeking to develop our relationship fundraising streams including major donors and legacies. Our Communications strategy and plan is designed to support the delivery of our fundraising goals, and to continue to build our positioning as the leading Women’s Rights INGO.</p>			
<b>Key Attributes:</b> Innovation, strategic vision and leadership, and a clear commitment to ActionAid’s mission and values.			
<b>Areas of Activity</b>	<b>Key Accountabilities and Deliverables</b>		
<b>Strategy</b>	<ul style="list-style-type: none"> <li>To work closely with the CEO to lead the implementation of the organisation’s strategic plan and the development of operational plans to realise the strategy</li> <li>To implement key elements of the fundraising and communications strategy and lead the development of future plans</li> </ul>		
<b>Leadership</b>	<ul style="list-style-type: none"> <li>To offer leadership and development to the fundraising and communications team and actively engage with and contribute to ActionAid fundraising leadership internationally</li> <li>To ensure appropriate systems, processes and standards are in place to support the organisation’s objectives and ensure the organisation is fully compliant with legal requirements and meets the best practice standards in relation to HR, finances and organisational policies</li> <li>To ensure all analysis and reporting requirements are met on time</li> </ul>		
<b>Fundraising</b>	<ul style="list-style-type: none"> <li>To grow both voluntary income and unrestricted income as a proportion of overall income.</li> <li>To grow regular giving income from a mix of channels and grow the overall value of the supporter base</li> <li>To develop new channels and income streams including digital, major donors and legacies</li> </ul>		
<b>Supporter development</b>	<ul style="list-style-type: none"> <li>To ensure quality care and development plans are implemented for ActionAid’s supporters and achieve retention targets</li> <li>To maximise support from the existing (and lapsed) supporter base, segmenting, testing and developing appropriate upgrade and engagement plans for supporters</li> </ul>		
<b>Values</b>	<ul style="list-style-type: none"> <li>To espouse ActionAid’s social justice and equality values</li> </ul>		
<b>Key Relationships</b>			
<b>Internal</b>	Member of Senior Leadership team comprising the Head of Programmes, Finance Manager, Head of Fundraising & Communications and the CEO; you will work closely with counterparts in the ActionAid Global Secretariat and countries across the world		
<b>External</b>	Third party suppliers and partners; Fundraising networks		

<b>Experience, Knowledge and Expertise</b>	
<p>Essential</p> <ul style="list-style-type: none"> <li>• Proven track record devising and implementing successful fundraising strategies</li> <li>• An excellent capacity to create and implement relationship fundraising strategies with the CEO and Board</li> <li>• Experience of developing and delivering individual giving programmes</li> <li>• Proven ability to deliver innovation across the fundraising portfolio</li> <li>• Strong understanding of digital channels, particularly on acquisition</li> <li>• Good understanding of developing and delivering communications strategies</li> <li>• Networked and connected to fundraising developments and emerging trends</li> <li>• Significant proficiency in data analysis and in building credible costed plans</li> <li>• Proven experience in planning, in preparing and presenting budgets, managing budgets and accounting for plans and budgets at Board level</li> <li>• Excellent interpersonal skills and the ability to work flexibly in a small team</li> <li>• Competencies and personal qualities to enable you lead and achieve results through a highly motivated small team, working closely with CEO and Board</li> <li>• Empathy and sound judgement</li> </ul>	<p>Desirable</p> <ul style="list-style-type: none"> <li>• Experience of working closely with Boards</li> <li>• Expertise in digital acquisition</li> <li>• Knowledge and experience in the International Development sector</li> </ul>
<p><b>About you:</b> You share our passion to work towards a just, fair and sustainable world, where everybody enjoys the right to a life of dignity, freedom from poverty and oppression. You want your talents and expertise to make a measurable difference towards achieving our mission for social justice and gender equality, and to eradicate poverty. You thrive in a workplace where you have the autonomy to implement your ideas and to lead at a senior level.</p>	
<p><b>What makes ActionAid different?</b> ActionAid’s approach is about empowering people to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women’s rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. This is a committed attempt at reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it. If you like the sound of that, we can’t wait to welcome you aboard.</p>	
<p>This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.</p>	