



MEDECINS SANS FRONTIERES/DOCTORS WITHOUT BORDERS (MSF) UK

APPLICATION INFORMATION PACK

JOB TITLE:	Ambassador Relations Manager
DEPARTMENT:	Fundraising
HOURS:	Full time, 37.5 hours per week
LENGTH OF CONTRACT:	Fixed Term Contract – 18 months
LOCATION:	London – hybrid, 2 days per week London Office (including Wednesdays)
REPORTS TO (JOB TITLE):	Community Fundraising & Commercial Partnerships Manager
SALARY:	<p>Salary: £54,452.47- £66,553.01 per annum Internal salary grade: 16 <i>Salary is offered in line with our pay framework and typically starts at the entry point of the band. Salary increases are considered annually and are subject to our appraisal and performance review process.</i></p>
BENEFITS:	<p>28 day's annual holiday entitlement (pro rata for part time staff) plus Public/ Bank Holidays.</p> <p>MSF UK currently provides an employer pension contribution of 10% of salary after 3 months continuous employment.</p> <p>Access to independent, free and confidential 24/7 advice on a range of issues, including personal relationships, mental health, bereavement, finances, childcare or work-related issues.</p> <p>Cycle Scheme or Bike Loans available.</p> <p>Group Life insurance currently set at a minimum of 4x basic salary.</p>

JOB PURPOSE

MSF UK is seeking an experienced, strategic and collaborative Ambassador Relations Manager to lead our approach to high-profile partnerships. We are looking for an entrepreneurial and commercially minded leader who can identify fundraising and awareness-raising potential in every interaction and translate high-profile partnerships into life-saving humanitarian impact.

As a central strategic resource, you will develop and lead on a cross-organisational approach that bridges the gap between public profile and our mission, whether through fundraising, advocacy, or brand awareness. You will build and curate a diverse portfolio of high-profile supporters - from the arts and entertainment sectors to thought leaders and commentators - ensuring that every partnership is rooted in MSF's core values and authentically champions our medical humanitarian work.

OVERVIEW OF DEPARTMENT

The Fundraising Department raises money for MSF field operations globally, and to cover MSF's costs in the UK. The Fundraising Department comprises the Philanthropy team, the Community Fundraising & Commercial Partnerships team, the Individual Giving team, and the Supporter Care team. In 2025 the fundraising team raised over £100 million.

Our goal is to recruit and build loyalty from our donors by bringing them closer to the people that MSF assists, and the medical action that their donations make possible. MSF UK prides itself on the accessibility of the Fundraising Department to our supporters and the provision of excellent supporter care - this is central to the philosophy of our fundraising.

The post-holder would work closely with colleagues in the Communications Department including the Digital team and Media teams, the Philanthropy Team, and the Advocacy team, in order to raise awareness of the work that the ambassador/artist is doing to support MSF UK.

DIMENSIONS

Financial

Income responsibility: Directly contributes to the annual income targets through strategic high profile supporter relations, commercial partnerships, and merchandise initiatives.

Budget management: Responsible for delivering high-profile activation projects within agreed operational budgets, ensuring maximum return on investment for all supporter-led activities.

People

Direct reports: None.

Functional collaboration: Acts as a central strategic resource for the Fundraising, Communications, and Advocacy departments. Provides functional guidance and expertise to teams across MSF UK and works collaboratively with the wider MSF Movement to share best practice in engaging and cultivating high-profile supporters.

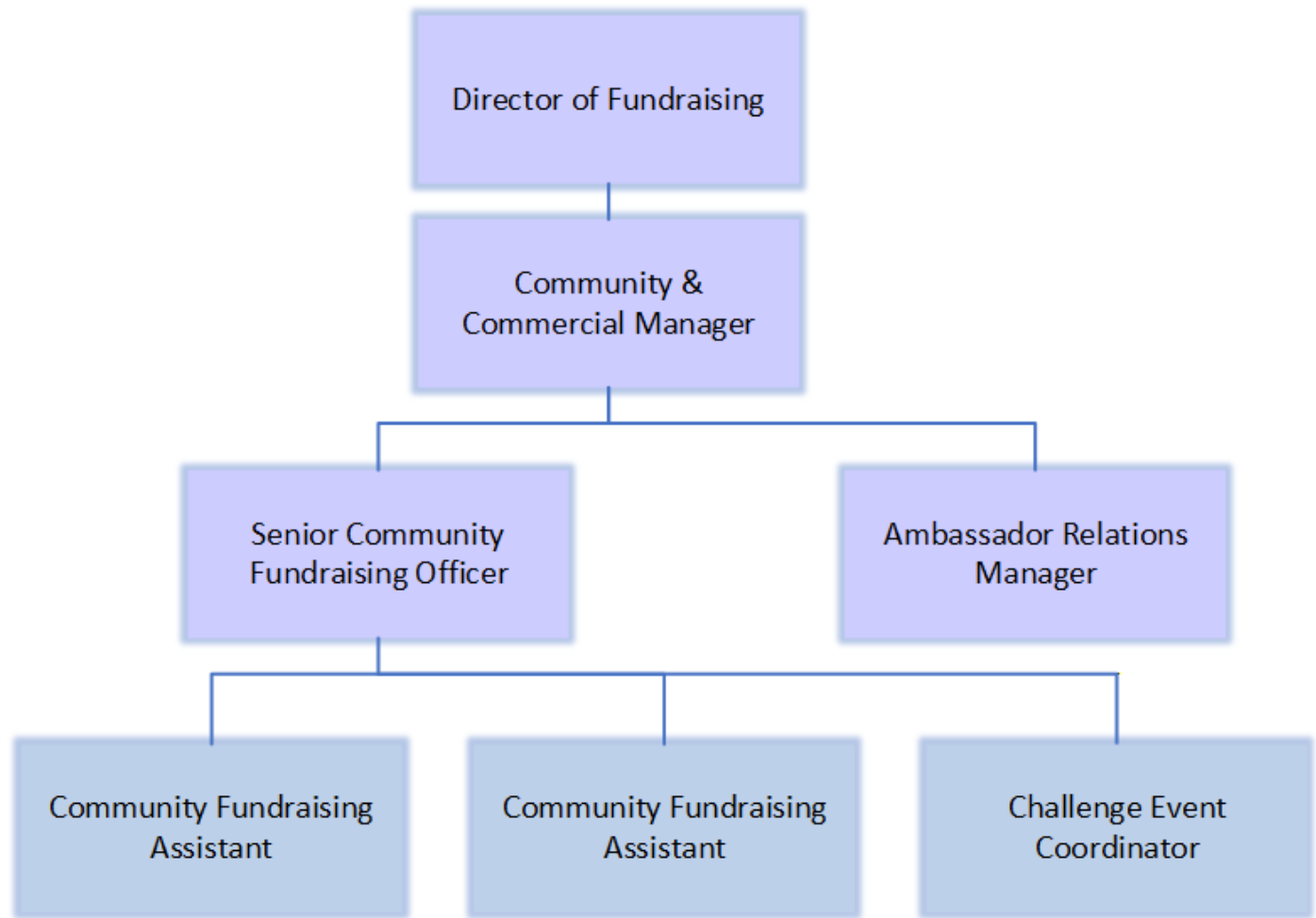
Other

Portfolio scope: Manages a multifaceted portfolio of high-profile supporters, ranging from established figures in Music and Entertainment to emerging digital influencers and thought leaders in collaboration with the Digital and Media teams.

Stakeholder complexity: Interacts with a wide array of external stakeholders, including talent agents, publicists, and industry representatives, while balancing the competing priorities of internal project leads.

Risk & governance oversight: Operates as a key point of contact for due diligence and brand-alignment queries, ensuring all partnerships adhere to MSF's internal gift acceptance policies and humanitarian mandate.

ORGANISATIONAL STRUCTURE



COMMUNITY FUNDRAISING AND COMMERCIAL PARTNERSHIPS TEAM

The Community Fundraising and Commercial Partnerships Team sits within the Fundraising Department.

The team is dedicated to recruiting and supporting all individuals and organisations who have chosen to raise funds for MSF. This includes challenge events, community groups, schools, universities, online streamers, and more. They also support individuals making a donation or raising funds for MSF in memory or in celebration of a loved one.

In addition, the Community Fundraising and Commercial Partnerships team leads on several areas of fundraising innovation, including the sale of Merchandise.

This team acts as the primary facilitator for MSF UK's high-profile partnerships, leading strategic engagement across the Music, Entertainment, and Arts industries while proactively expanding our reach into broader influencer and thought-leader networks.

In 2025, these activities contributed over £4.5m towards MSF's humanitarian work. While income generation is a vital metric of our success, we recognise that much of the team's work delivers value far beyond direct revenue. By leveraging these high-profile partnerships and community networks, we create

significant opportunities to elevate MSF's brand visibility, amplify our advocacy voice, and deepen public understanding of the humanitarian crises we respond to.

ACCOUNTABILITIES

1. **Strategy:** Architect and implement a multi-year High Profile Supporter strategy that integrates fundraising, brand, and advocacy goals. Lead the evolution of MSF UK's "talent portfolio" beyond Music/Arts to include thought leaders and influencers.
2. **Portfolio growth & stewardship:** Proactively identify and secure high-value relationships with public figures and digital influencers, in collaboration with the Digital and Media teams. Develop bespoke engagement roadmaps that align a supporter's platform with MSF's priority humanitarian emergencies and advocacy campaigns.
3. **Commercial innovation & monetisation:** Identify and pivot high-profile opportunities into revenue-generating initiatives. Work closely with the relevant teams to develop related products, exclusive events, or digital fundraising activations
4. **Risk & crisis management:** Swiftly respond to any inbound requests, supporting due diligence profiles and rejecting opportunities that do not align with the brand. Work with the Head of Media to develop reactive statements for reputational risks.
5. **Philanthropy collaboration:** Partner with Philanthropy Relationship Managers to screen and elevate high-value donors with public platforms. Design unique participation opportunities that deepen their commitment to MSF's mission.
6. **Media & field engagement:** Collaborate with the Media team to steward high-profile political commentators and influencers for strategic projects, field trips, or to influence policy and public discourse.
7. **Networking & outreach:** Actively build and leverage personal and professional networks to identify emerging talent, influencers and thought leaders. Proactively attend industry events, briefings, and forums to represent MSF UK and maintain a strong presence within the high-profile landscape.

KEY PERFORMANCE INDICATORS

1. Signed-off cross-departmental High-Profile strategy
2. Number of proactive partnerships secured annually.
3. Support with relevant income targets
4. 100% of new high-profile partnership prospects screened via agreed due-diligence framework
5. Increase in the value of support from "high-profile" donors who move from standard giving to deeper engagement (e.g., event hosting or campaigns).
6. Number of high-profile commentators/influencers engaged e.g. in project visits or advocacy-led webinars
7. Number of "cold" high-profile prospects converted into "warm" discussions or meetings within the first six months of the contract.

CHALLENGE & CREATIVITY / DECISION-MAKING

Creative problem solving: Highly adaptable and entrepreneurial, with the ability to take a broad concept or a simple 'meet and greet' and build a framework around it that supports income generation.

Collaborative decision-making: Operating within a complex stakeholder environment, you will bridge the gap between internal departments and external talent agents. You are expected to consult widely and share expertise across organisational frameworks, ensuring that decisions are informed by best practices and industry trends.

Strategic adaptability: The environment in which we work is fast-moving and reactive. You must be able to pivot your approach when external events or news cycles shift, ensuring that our strategic approach remains relevant and that we are positioned to act on emerging opportunities without compromising our core values.

KNOWLEDGE, SKILLS & EXPERIENCE

Relevant experience: Proven track record of managing high-profile partnerships with public figures and influential supporters. You will demonstrate experience in long-term stewardship and the ability to align an individual's public platform with complex organisational goals

Established networks: A robust, pre-existing network of contacts across some of the music, entertainment, arts, and influencer sectors. The ability to leverage these relationships to immediately identify and secure new opportunities for MSF UK is essential.

Active networking: An exceptional ability to network and build rapport; the successful candidate will be a natural "connector" who actively seeks out new high-profile partners to expand MSF's reach.

Commercial acumen: A proven track record of being commercially opportunistic; the ability to identify a trend or a moment in culture and swiftly turn it into a partnership or campaign that drives financial results.

Strategic communication: Experience delivering targeted communications strategies to elevate organisational priorities through high-profile engagement.

Risk & due diligence: A sound understanding of risk management, particularly regarding brand alignment and reputational shielding.

Sector knowledge: Understanding of the UK fundraising and campaigning landscape, including managing requests from multiple internal teams.

Discretion: Professional, discreet, and confident when working with high-profile individuals and their representatives.

Information & technology: Experience in the practical use of personal IT equipment and Microsoft Office 365 suite. The ability to effectively collaborate and communicate within a hybrid working environment utilising Teams, SharePoint, One Drive and Yammer.

COMPETENCIES

Respect:

- a. Invites team members and colleagues from other departments to provide input on topics of discussion and considers their contribution and experience.
- b. Participates in and involves the team in the discussion and decision-making process that may affect all team members before the final decision is made.
- c. Values colleagues as human beings, demonstrated through equal respect for staff and beneficiaries.

Integrity:

- a. Acts by example, modelling the behaviour expected from team members.
- b. Seeks out and offers each team member an equal opportunity and tools to succeed.
- c. Works to achieve cohesion and a spirit of cooperation in the team.

Humanity:

- a. Strives to learn and get to know more about each team member in order to better understand their needs, potential and ascertain ways to better support and work with them.
- b. Shows interest and empathy through active listening. Is approachable: listens actively, observes and acknowledges what they hear.

- c. Removes obstacles that may hinder potential improvements and ways of working in the team, i.e. need to expand and try new things.

Accountability:

- a. Admits mistakes, misjudgements or errors and immediately informs others when unable to meet a commitment and seeks support to do this if needed.
- b. Strives for efficiency in every aspect of their work.
- c. Demonstrates willingness, ability and readiness to change attitudes and behaviours to achieve agreed outcomes and works with team members to ensure these are reached.

Empowerment:

- a. Instils acceptance and optimism in the team.
- b. Allows time and space for people to open up, take appropriate risks, leading to a sharing of knowledge and open communication.
- c. Ensures that team and individual objectives are well-defined, shared and acknowledged by the organisation.

Collaboration: Collaboration is at the centre of all we do.

HOW TO APPLY

Please apply on our website by submitting a copy of your **CV** together with a **letter of motivation** by the closing date.

Incomplete applications will not be considered.

We encourage early applications as we reserve the right to close applications before the advertised closing date, or if a suitable candidate is found.

Application checklist

Please check that you have included the following in your application:

- An up-to-date CV
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role

Recruitment timetable:

- **Closing date for applications: 4 May 2026, 12pm (BST)**
- **First round interviews: 12 & 14 May 2026**
- **Second round interview: 18 May 2026 (You will be required to complete a task prior to second interview)**
- **Projected Start Date: June**

ADDITIONAL INFORMATION

Accessibility

We are committed to removing barriers for people with specific accessibility needs. If you need an adjustment to the recruitment process to be considered for the role, please let us know by contacting recruitment.UK@london.msf.org.

Examples of adjustments we can make:

- offering you an alternative if you are unable to use our online application system

- providing necessary information, such as the job description or assessment materials, in an alternate format
- allowing you to have someone with you during an interview for example, a Sign Language interpreter.

Diversity, Equity and Inclusion

We are a welcoming, diverse, and inclusive organisation. MSF UK thrives when everyone feels comfortable bringing their best self to work. We celebrate difference, whilst striving to create an environment where colleagues feel respected and valued for their unique potential. We are committed to our values on equity, diversity, and inclusion. Please read our [Equality & Diversity policy](#) for more information.

MSF UK is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community.

Safeguarding

MSF UK/IE is dedicated to safeguarding everyone who comes into contact with the organisation, for whatever reason and however brief. All posts are subject to safer recruitment process which include robust reference requests, scrutiny of employment history and where applicable criminal record and barring checks.

Our safeguarding commitment is underpinned by policies and procedures which encourage and promote safe working practice across the organisation. On joining MSF UK/IE you will be required to attend safeguarding training to ensure responsibility for and maintaining safe working practice and to safeguard our teams, beneficiaries, and communities.

Right to work in the UK

Candidates must have the right to work in the UK. Employment sponsorship will NOT be offered by MSF UK for this role. Please [click here](#) to check whether you have the right to work in the UK.

For questions, issues or further information, please contact Recruitment.UK@london.msf.org.

We look forward to receiving your application!