



# Director of Fundraising & Communications

Cherie Blair Foundation for Women

**AAW**  
GROUP



Cherie Blair  
**FOUNDATION  
FOR WOMEN**

## A message from our CEO

Thank you for your interest in joining the Cherie Blair Foundation for Women.

Our organisation was founded in 2008 by Cherie Blair CBE KC to support women entrepreneurs in low and middle income countries. So far, we have supported over 250,000 women to transform their businesses and lives, raising over £23million to this cause. In partnership with organisations in more than 100 countries, we deliver training, facilitate mentoring and share knowledge to help women start, sustain, and grow businesses.

But we want do so much more - we are not willing to wait the 150+ years it is currently predicted to take for women to have economic equality. The role of the Director of Fundraising and Communications is pivotal to the delivery of our 2023-2026 strategy and our ambitious target to enable one million women entrepreneurs to start and grow successful businesses by 2030, helping us to significantly scale income generation and build the Foundation's profile.

This is an exciting and hands-on position in a dynamic department and a hard-working team where you will be actively involved in all aspects of fundraising and communications.

We are seeking an individual with strong leadership skills, experience in developing and delivering fundraising strategies to deliver long-term sustainable income growth, and a strong understanding of communications, marketing and brand. You will be a strategic thinker with a proven track record of leading of teams to deliver a diverse portfolio of income streams.

We want to meet candidates who passionately share our vision - of empowering more women entrepreneurs to achieve their ambitions, make a difference in their own communities and contribute to women's economic empowerment - and who are eager to lead the Foundation in the next stage of our journey.

**Dhivya O'Connor**  
Chief Executive Officer  
Cherie Blair Foundation for Women



## About us

The Cherie Blair Foundation for Women exists to create a future where women everywhere enjoy equal economic opportunities so they can thrive. Together with partners around the world, we work with women in low and middle income countries so they can start, sustain and grow successful enterprises. We collaborate to create fairer business environments so women are not constrained by gendered barriers and can reach their potential on their terms.

By blending insights from research, strong partnerships and pioneering technology we open doors for women entrepreneurs to skills, confidence, networks, finance and markets. We press for change to stop millions of women being held back from having the choice and opportunity to thrive.

Our gender transformative approach means women can achieve their own economic objectives. They create a better future for themselves, their families, and their communities. They contribute to thriving, fair economies, and global economic justice.

We are passionate about creating a more equal world for generations to come. We have worked intentionally to build a positive, caring and collaborative culture. We are proud of our leadership and management style that encourages teamwork, open and honest communication, while maintaining an environment where everyone can thrive and is valued.

## Our team

The Foundation is run by a dedicated team of approx. 25 staff, overseen by a Board of eight trustees. Based in London, we have a global reach, working in collaboration with partners across Africa, the Middle East, Asia, Latin America and the Caribbean.

## What we do

The Foundation develops and delivers woman-centred services and initiatives that provide sustainable solutions to the challenges facing women entrepreneurs in low and middle income countries. We work to effect change through fairer and more inclusive business environments.

Working with partners worldwide we deliver programmes to women that are designed to build knowledge, skills, confidence, networks and access to resources at different stages of their businesses. As a result, women can transform their businesses and their futures. Our delivery partners are entrepreneurship experts who are essential to our work and support us to adapt our programmes to relevant, local contexts.

- Our award-winning mobile business skills app, HerVenture, offers essential business training and support on-the-go, covering topics like launching a business, expanding market access, e-commerce and mobile money, for women at the start-up and early growth stages of entrepreneurship.
- We provide blended learning training to target key business development areas such as business growth, accessing finance and leadership through the “Road to” suite of programmes.
- Our Mentoring Women in Business programme matches women entrepreneurs with a dedicated professional mentor from elsewhere in the world. Using our online platform, they work one-to-one for 12 months to share new perspectives, build new skills and take their businesses to a whole new level.

Carrying out primary research and listening to first-hand experiences of women entrepreneurs is also a vital part of the work we do. We also advocate for change to governments, multilateral organisations and corporations.



## Our values

**Women entrepreneurs at our heart:** Without women entrepreneurs we wouldn't exist, so it is vital we put their experiences, perspectives and passions at the heart of what we do and how we do it.

**Feminist first:** We proudly follow feminist leadership principles, building an inclusive environment where everyone feels they belong.

**Great to work with:** We care. We are experts. We always seek to deliver high-quality work and results. We are positive and professional, and always operate with integrity.

**Dynamic and entrepreneurial:** The essence of entrepreneurship is creativity and innovation. We harness this spirit of courage, embracing opportunities and making bold moves to achieve our mission.

**Powered by knowledge:** We seek data to understand and share. We nurture a culture of enquiry and positive challenge. We look outward and encourage dialogue and exchange.

## Our strategy

We're going to revolutionise business opportunities for more than one million women by 2030.

Our 'Ready for Business' strategy will see us significantly scale up our work to revolutionise business opportunities for one million more women entrepreneurs in low and middle income countries by 2030 and rapidly accelerate progress for women across the world.

With a global community of partners, donors and institutions, we will fight hard to ensure we contribute all we can towards the achievement of Sustainable Development Goal 5 on Gender Equality and Goal 8 on Decent Work and Economic Growth. This ambitious new strategy guides our work from 2023 to 2026, building on the success of our last strategy that saw us support over 100,000 women in just four years.

In order to reach one million women entrepreneurs and support them to start and grow successful businesses and drastically shift business ecosystems so they are fair and inclusive, we will:

- Develop and deliver digital, women-centred services.
- Lead awareness raising campaigns to challenge the systems and structures holding women back from success.
- Create a membership community committed to funding our work so that women have the opportunities to fulfil their potential.
- Evolve our organisation to deliver more effective change.

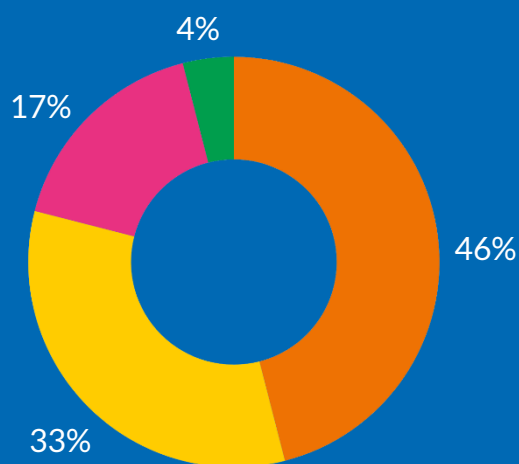
The resilience, drive and ingenuity of the women we work with inspires us to be unstoppable in our commitment to ensuring the economic rights of women everywhere are fulfilled. With this strategy, we believe we have put ourselves in the strongest possible position to achieve this.

## Our accounts in 2023

We believe in honesty and transparency when it comes to our funding and spending. We make our previous year's accounts available for all job candidates to see upfront.

### Income

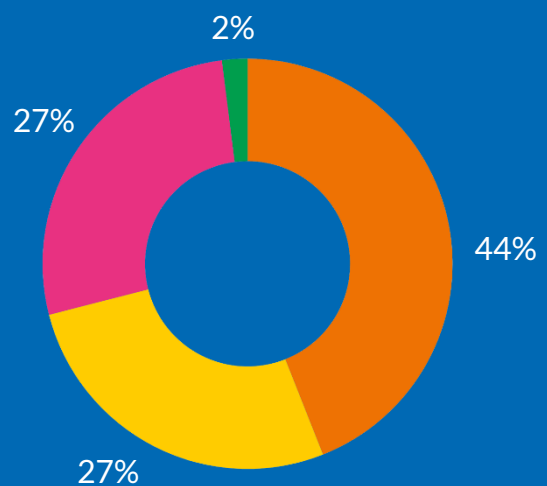
Our overall income in 2023 was £1,872,878. Unrestricted funding as a component of this was £609,730 and programme restricted funding was £1,263,148.



- Unrestricted donations and investments
- Entrepreneurships programmes
- Mentoring programme
- Advocacy projects

### Expenditure

Our total expenditure in 2023 was £2,405,778. Restricted expenditure as a component of this was £1,363,944.



- Fundraising
- Entrepreneurships programmes
- Mentoring programme
- Advocacy projects

## Job description

### Job overview

The Director of Fundraising and Communications will play a pivotal role in the delivery of the Foundation's 2023 – 2026 Ready for Business organisational strategy and our ambition to reach one million women entrepreneurs by 2030, significantly scaling income generation and building the Foundation's profile. The postholder will be a member of the Foundation's Senior Leadership Team (SLT), along with the CEO, COO, Director of Programmes and Impact, and Finance Director.

We are seeking an individual who will excel at bringing creative and ambitious growth plans to life and has strong leadership and communications skills. The Director of Fundraising and Communications will have significant multi-income stream experience and will lead the development of a new income generation strategy to drive fundraising activities across philanthropic donors, corporates, family offices, foundations and institutional funding, maximising ROI and creating a sustainable organisation. You will continue to build the profile of the Foundation with key audiences, managing the Foundation's brand and reputation and positioning the organisation as global experts in women's entrepreneurship.

You will lead a department with three existing teams – Programme Funding (Foundations, Corporate Partnerships and Institutions), Philanthropy (Major Donors and Trusts), and Communications and Marketing. There is scope to re-imagine how the department is best structured to support the future needs of the organisation.

The role reports to the CEO and has the following direct reports: Head of Programme Funding, Head of Philanthropy and Head of Communications and Marketing.

### Department purpose

The Fundraising and Communications department is responsible for income generation, partnership development, awareness raising of the issues that matter to women entrepreneurs and raising the profile of the Foundation.

The department is currently made up of three teams: the Programme Funding team, which focuses on restricted funding from and partnerships with companies, trusts, foundations and institutions; the Philanthropy team, which focuses on unrestricted funding from individual donors; and the Communications and Marketing team which focusses on building the organisation's profile and marketing the Foundation's services for women entrepreneurs.



# Key responsibilities

## Main obligations

- Lead on development and delivery of an income generation strategy and plans to enable significant uplift in the Foundation's income and ROI.
- Bring creative new approaches to income generation and enable the fundraising teams to develop clear new multi-year business pipelines and secure recurring and new investments and partnerships.
- Personally cultivate and steward high-profile/high-value donors.
- Deliver on a strategic vision to build and evolve the profile and reputation of the Foundation amongst key audiences, positioning the Foundation in line with its intended brand identity and perception.
- Drive awareness raising and advocacy opportunities for the Foundation to contribute and amplify women entrepreneurs' voices at significant events on the global stage.
- Be an active member of the organisation's Senior Leadership Team (SLT) and contribute to strategic planning, governance and financial planning.

## Fundraising and partnership development

- Develop and implement income generation strategies and plans, including advising on new internal processes, to maximise ROI, build a strong pipeline and deliver new funding opportunities.
- Lead and oversee planning, forecasting and pipeline development, to support in-year and long-term income generation.
- Oversee reporting against income targets and monitoring of fundraising expenditure to maximise ROI.
- In collaboration with the Founder, steward and give direction to the Accelerate Patrons, who actively support the Foundation's fundraising, and spearhead the roll out of the Accelerate Circle, the Foundation's new major donor programme.
- Work closely with the Director of Programmes and Impact to ensure alignment across programmatic and fundraising priorities and delivery against cross-organisational strategy and plans.
- Personally cultivate and lead on new key high-value relationships, strong partnerships and increased multi-year investment.
- Oversee the design and delivery of appropriate fundraising events ensuring robust ROI, including the potential for an annual Showcase event.
- Identify and test alternative funding streams, business models and partnerships to diversify the Foundation's approaches to long-term sustainable income generation and programme delivery.
- Provide strategic support to the fundraising teams, establishing and supporting ways of working to maximise ROI.
- Attend and contribute to relevant external events – both in the UK and overseas - to raise the profile of the Foundation and develop new relationships.
- Ensure due diligence processes are effective and completed in line with regulatory requirements and to protect the Foundation's reputation.

## External engagement, profile building and reputation management

- Oversee the continued evolution of the Foundation's identity, brand and reputation amongst key audiences.
- Oversee the effective delivery of a communications strategy for the Foundation, which underpins fundraising efforts and positioning the organisation as a thought-leader.
- Support the management of media relations with a clear approach to building the Foundation's reputation amongst key media outlets - providing sign-off for media comments, contributing to media briefings for the CEO and Founder.
- Oversee the quality of external publications, assets and digital content, including website and social media.
- Manage crisis communications/reputation situations closely with the CEO and others as required.
- Oversee the design and delivery of Foundation-led events and support the Foundation's/CEO's/Founder's contribution to key external events, including proactively identifying and cultivating new opportunities.

## Awareness raising and thought leadership

- Develop the Foundation's approach to awareness raising campaigning and thought-leadership.
- Monitor the external environment to ensure the Foundation's research and thought-leadership work is timely and maximising opportunities for engagement.
- Oversee briefings and speeches for the CEO and Founder for high-level global engagements, such as at CGI, CSW or Concordia.
- With the CEO and Director of Programmes and Impact, lead on building the Foundation's reputation and ability to raise awareness of the issues impacting the women entrepreneurs with key stakeholder audiences.
- Identify and cultivate opportunities for engagement at key global fora, working with team members to secure speaking platforms and opportunities for contribution.

## Team management and staff development

- Provide overall leadership and management to three existing teams within the Department, monitoring performance and providing regular support.
- Promote a culture of high performance and continuous improvement within the teams utilising development plans for all staff.
- Support and promote cross organisational working to meet strategic goals.

## Other responsibilities

- Contribute to the organisation's SLT with timely information regarding the operations of the Department and engagement/contribution to work across the Foundation's strategy.

- Ensure the Board are kept up to date on the Department's successes and challenges through contributions in writing and verbally to Board meetings and Programme and Advocacy Committee meetings.
- Actively engage Board members in fundraising activities and conversations, as appropriate.
- Ensuring the Board are updated in a timely manner on any reputational risks/crisis management situations.
- Support work to evolve the Foundation's culture and feminist-first approach as well as a competency framework aligning all the organisation's values to demonstrable behaviours.

## Person specification

All applicants should already have the right to work in the UK. The Foundation does not offer sponsorship at this time.

### Essential criteria

- Demonstrable experience leading fundraising directorates in a charity/NGO, designing and delivering strategies to increase income and ROI across multiple channels.
- Experience developing and executing fundraising strategies, to deliver long-term sustainable income growth.
- Experience supporting teams to deliver a diverse portfolio of income streams.
- Significant experience developing fundraising communities of high-net-worth individuals and personally stewarding very high-profile relationships.
- Experience of developing and delivering high-value fundraising events with high-net-worth individuals.
- Experience contributing to the leadership/overseeing of a range of strategic communications functions, for example marketing, crisis communications, thought-leadership development and audience analysis.
- Experience in building and sustaining impactful partnerships.
- A strategic thinker who can monitor and anticipate external fundraising and sector-specific trends and how to leverage opportunities and mitigate threats.
- A proven track record of exceptional leadership of teams across multiple disciplines, building teams and motivating colleagues at all levels.
- A deep understanding of the regulatory requirements of fundraising under UK charity law.

### Desirable criteria

- Experience working for an international NGO.
- Ability to bring existing relationships with donors interested in women's economic justice, women's entrepreneurship, digital and financial inclusion and gender equality.
- Experience of managing US fiscal sponsorship.
- Managing media contacts and writing for internal and external publications.

- An understanding of programmatic work and constructing restricted funding proposals for programme delivery, e.g. for institutional donors or as part of consortia bids.



## Additional Details

**Salary:** £75-80K per annum.

**Nature of contract:** Full time, permanent.

**Base:** Hybrid – expected to attend the London office (Marylebone, W2) 2 days a week.

### **Benefits:**

- A fantastic package of 28 days of annual leave (which excludes bank holidays but includes three days to be taken during the festive break).
- An organisation that values you. As a smaller organisation, we value everyone's individual perspective and voice and all team members are able to contribute to our strategic planning.
- Professional development, with career growth built into each staff member's annual plan and a wide range of skills-building and learning opportunities provided.

- Each staff member has an annual £1,000 training budget after the successful passing of the probation period.
- A positive, supportive and collaborative culture and leadership style. We encourage teamwork and open and honest communication, while maintaining a friendly and relaxed atmosphere where everyone can thrive.
- A focus on personal wellbeing and happiness, with regular team-building activities and line manager meetings.
- Pension (3% employer contribution, 5% employee contribution), life insurance and death in service (3x salary) benefits.

## How to apply

We are working with the AAW Group on this recruitment. Please apply by submitting a copy of your CV and a covering letter, not exceeding two pages, highlighting your suitability for the position and why you are interested, by clicking this [link](#).

All applications will be treated in the strictest confidence.

If you require an informal conversation prior to applying to this role, please contact Emma Winter via [talent@aawpartnership.com](mailto:talent@aawpartnership.com)

Closing date: Monday 21 October, 9.00am BST.

Please note, we will be longlisting throughout the campaign so please do apply early to register your interest.

Longlisted candidates will be invited to attend a virtual AAW Interview on Tuesday 5 or Wednesday 6 November. From these interviews, a final shortlist will be confirmed.

Shortlisted candidates will be invited to attend a virtual interview with the Cherie Blair Foundation on Friday 15 November. For those progressing further, a virtual session with finalists will take place on Tuesday 19 November and a second interview in person in London on Friday 22 November.

If you would prefer a plain text version of this pack for accessibility reasons, please send a request to [talent@aawpartnership.com](mailto:talent@aawpartnership.com).

## Equality, diversity and accessibility statement

We are an intersectional feminist, anti-racist organisation. We value diversity and welcome applicants of all backgrounds and identities equally, regardless of gender, age, race, ethnicity, sexual orientation, transgender status, disability, religion or belief.

Please inform us if you have any access requirements that you would like us to accommodate at application stage or should you be invited to interview.

To read Cherie Blair Foundation for Women's job applicant privacy notice click [here](#).



# Thank you for your interest!

Please more information about the Cherie Blair Foundation for Women, visit [www.cherieblairfoundation.org](http://www.cherieblairfoundation.org).

Registered Charity No. 1125751.



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